

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

FORM L-38 : Business Acquisition through different channels (Individuals)

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q3 2013		Q3 2012		YTD FY 2013		YTD FY 2012	
		No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores
1	Individual agents	67,018	292.3	96,919	350.7	184,647	718.0	275,349	928.5
2	Corporate Agents-Banks	53,916	404.2	52,293	360.2	144,415	1,011.8	119,851	730.6
3	Corporate Agents -Others	32,842	31.3	18,406	41.3	99,002	79.7	35,133	106.1
4	Brokers	24,336	73.9	12,072	40.9	57,311	169.3	28,664	103.2
5	Micro Agents	32,655	0.3	16,269	0.2	123,559	0.9	118,315	0.9
6	Direct Business	14,559	60.6	26,987	53.2	40,506	153.5	220,837	139.8
	Total (A)	225,326	862.6	222,946	846.4	649,440	2,133.2	798,149	2,009.1
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	225,326	862.6	222,946	846.4	649,440	2,133.2	798,149	2,009.1

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold