

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q2 2014		Q2 2013		YTD FY 2014		YTD FY 2013	
		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	65,323	304.3	64,670	240.6	103,190	438.6	117,629	425.7
2	Corporate Agents-Banks	60,329	500.2	50,038	372.7	98,565	749.8	90,499	607.6
3	Corporate Agents -Others	46,160	40.8	27,473	30.2	100,228	59.9	66,160	48.4
4	Brokers	15,852	53.8	19,496	56.9	32,466	97.9	32,975	95.4
5	Micro Agents	12,713	0.2	35,703	0.3	30,673	0.4	90,904	0.7
6	Direct Business	10,228	55.4	13,516	52.4	19,318	88.3	25,947	92.9
	Total (A)	210,605	954.7	210,896	753.0	384,440	1,434.8	424,114	1,270.6
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	210,605	954.7	210,896	753.0	384,440	1,434.8	424,114	1,270.6

Note:

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