

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q4 2014			Q4 2013			YTD FY 2014			YTD FY 2013		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium In Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores
1	Individual agents	7	2,615	0.2	3	6,080	0.6	11	3,471	0.6	8	7,333	0.8
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	1	4,855	0.4	1	3,748	0.4	2	8,440	0.5	2	3,762	0.4
4	Brokers	22	13,012	3.1	13	12,109	2.8	59	52,840	8.0	30	28,651	4.4
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	78	359,700	72.3	59	107,678	381.5	191	846,558	318.4	180	1,298,958	1,382.4
	<b>Total(A)</b>	108	380,182	76	76	129,615	385	263	911,309	328	220	1,338,704	1,388
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	108	380,182	76.0	76	129,615	385.2	263	911,309	327.6	220	1,338,704	1,388.0

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 219