

**ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**

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

<b>Business Acquisition through different channels (Individuals)</b>									
<b>SI.No.</b>	<b>Channels</b>	<b>Q4 2014</b>		<b>Q4 2013</b>		<b>YTD FY 2014</b>		<b>YTD FY 2013</b>	
		<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>
1	Individual agents	52,412	374.4	91,705	510.0	202,298	1,071.1	276,352	1,228.0
2	Corporate Agents-Banks	60,935	564.0	67,912	512.4	213,448	1,819.4	212,327	1,524.2
3	Corporate Agents -Others	55,218	56.9	49,204	57.0	204,884	151.4	148,206	136.6
4	Brokers	14,139	50.1	30,835	110.8	53,925	171.5	88,146	280.1
5	Micro Agents	(8,187)	(0.1)	50,535	0.4	45,487	0.5	174,094	1.3
6	Direct Business	30,804	80.3	20,327	97.1	58,606	219.7	60,833	250.6
	Total (A)	205,321	1,125.6	310,518	1,287.7	778,648	3,433.7	959,958	3,420.9
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>205,321</b>	<b>1,125.6</b>	<b>310,518</b>	<b>1,287.7</b>	<b>778,648</b>	<b>3,433.7</b>	<b>959,958</b>	<b>3,420.9</b>

Note:

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