

**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 FY 2016</b>		<b>Q4 FY 2015</b>		<b>YTD FY 2016</b>		<b>YTD FY 2015</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	53,115	514.2	46,616	432.5	149,435	1,323.3	149,382	1,224.3
2	Corporate Agents-Banks	98,142	923.3	81,020	884.6	290,634	3,062.1	255,226	2,773.8
3	Corporate Agents -Others	11,521	75.9	8,623	79.2	29,865	224.4	130,786	217.2
4	Brokers	13,930	56.4	8,409	37.1	35,461	145.0	27,265	109.3
5	Micro Agents	-	-	456	0.0	-	-	12,369	0.1
6	Direct Business	30,525	220.6	29,092	235.5	74,901	602.0	63,772	497.7
	Total (A)	207,233	1,790.5	174,216	1,668.9	580,296	5,356.9	638,800	4,822.4
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>207,233</b>	<b>1,790.5</b>	<b>174,216</b>	<b>1,668.9</b>	<b>580,296</b>	<b>5,356.9</b>	<b>638,800</b>	<b>4,822.4</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