

Insurer: ICICI Prudential Life Insurance Co. Ltd.
STATISTICS FOR THE FINANCIAL YEAR ENDED MARCH, 2006 (AUDITED AND FINAL)
NEW BUSINESS PREMIUMS UNDERWRITTEN THROUGH VARIOUS CHANNELS

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

SI No.	Type of Channel	No. of Policies	Premium (Rs crore)	Sum Assured (Rs crore)	% of Premium to Total Individual Premium
(I) 1	Individual Agents	523,282	1,405	9,806	60.13
2	Corporate Agents	73,576	195	1,292	8.35
	a) Banks	1,403	7	22	0.31
	b) Others*	72,173	188	1,270	8.04
3	Brokers	6,946	22	164	0.92
4	Direct Business	114,219	715	2,631	30.60
	Total Individual Business	718,024	2,337	13,893	100
(II)	Referral Arrangements**	120,218	15	133	0.01

* Any entity other than banks but licensed as a corporate agent.

** Business procured through leads obtained from referral entities.