

Insurer: ICICI Prudential Life Insurance Co. Ltd.
STATISTICS FOR THE FINANCIAL YEAR ENDED MARCH, 2007 (AUDITED AND FINAL)
NEW BUSINESS PREMIUMS UNDERWRITTEN THROUGH VARIOUS CHANNELS

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

SI No.	Type of Channel	No. of Schemes	Premium (Rs crore)	Lives Covered	% of Premium to Total Group Premium
(I) 1	Individual Agents	-	-	-	-
2	Corporate Agents	-	-	-	-
	a) Banks	-	-	-	-
	b) Others*	-	-	-	-
3	Brokers	-	-	-	-
4	Direct Business	459	872	551,101	100.00
	Total Group Business	459	872	551,101	100
(II)	Referral Arrangements**	-	-	-	-

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

** Business procured through leads obtained from referral entities.