

**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-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	1,138,571	2,795	29,831	63.76
2	Corporate Agents	330,019	1,041	7,137	23.76
	a) Banks	127,703	640	3,237	14.60
	b) Others*	202,316	401	3,900	9.15
3	Brokers	12,819	34	314	0.78
4	Direct Business	77,770	115	2,350	2.61
	<b>Total Individual Business</b>	<b>1,559,179</b>	<b>3,985</b>	<b>39,632</b>	<b>91</b>
(II)	Referral Arrangements**	400,396	399	2,243	9.09

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

\*\* Business procured through leads obtained from referral entities.