

**INSURER: ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**  
**STATISTICS FOR THE FINANCIAL YEAR ENDED MARCH, 2010 (AUDITED AND FINAL)**  
**NEW BUSINESS PREMIUMS UNDERWRITTEN THROUGH VARIOUS CHANNELS**

**INDIVIDUAL BUSINESS:**

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	861,286	2,650	20,927	50.83
2	Corporate Agents	255,735	1,663	5,126	31.91
	a) Banks	187,001	1,336	3,556	25.62
	b) Others**	68,734	328	1,570	6.29
3	Brokers	122,043	444	1,473	8.52
4	Direct Business	522,163	456	5,673	8.75
	<b>Total Individual Business</b>	<b>1,761,227</b>	<b>5,214</b>	<b>33,199</b>	<b>100.00</b>
(II)	Referral Arrangements***	454,836	253	3,379	4.84

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

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