

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	Q2 FY 2012		Q2 FY 2011		YTD FY 2012		YTD FY 2011	
		No. of Policies	Premium in Crores	No. of Policies	Premium in Crores	No. of Policies	Premium in Crores	No. of Policies	Premium in Crores
1	Individual agents	98,472	325.1	181,941	703.9	178,430	577.8	315,268	1,225.2
2	Corporate Agents-Banks	42,184	255.6	47,463	387.6	67,558	370.5	77,811	633.9
3	Corporate Agents -Others	9,923	41.6	13,268	73.9	16,727	64.7	26,722	152.4
4	Brokers	10,348	33.5	28,720	124.0	16,592	62.3	54,660	249.4
5	Micro Agents	97,707	0.9	60,250	0.4	267,218	2.2	164,797	1.3
6	Direct Business	9,942	27.2	12,351	52.9	15,740	45.3	22,594	86.7
	Total (A)	268,576	684.0	343,993	1,342.8	562,265	1,122.8	661,852	2,348.8
1	Referral (B)	5,665	21.8	18,115	59.2	12,938	39.9	35,179	116.0
	Grand Total (A+B)	274,241	705.8	362,108	1,402.0	575,203	1,162.7	697,031	2,464.8

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold