

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q2 2013			Q2 2012			YTD FY 2013			YTD FY 2012		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium In Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores
1	Individual agents	2	934	0.2	4	17,503	60.4	4	1,040	0.2	9	39,366	95.8
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	-	1	0.0	1	974	0.1	-	(15)	(0.1)	2	1,408	0.1
4	Brokers	4	1,703	0.1	1	32,146	0.2	12	9,497	0.9	4	48,087	0.5
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	39	448,727	555.0	44	469,051	182.8	89	815,486	758.3	91	788,856	414.1
	Total(A)	45	451,365	555.3	50	519,674	243.5	105	826,008	759.2	106	877,717	510.6
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	45	451,365	555.3	50	519,674	243.5	105	826,008	759.2	106	877,717	510.6

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 142