

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q4 FY 2015		Q4 FY 2014		YTD FY 2015		YTD FY 2014	
		No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores
1	Individual agents	46,616	432.5	52,412	374.4	149,382	1,224.3	202,298	1,071.1
2	Corporate Agents-Banks	81,020	884.6	60,935	564.0	255,226	2,773.8	213,448	1,819.4
3	Corporate Agents -Others	8,623	79.2	55,218	56.9	130,786	217.2	204,884	151.4
4	Brokers	8,409	37.1	14,139	50.1	27,265	109.3	53,925	171.5
5	Micro Agents	456	0.0	(8,187)	(0.1)	12,369	0.1	45,487	0.5
6	Direct Business	29,092	235.5	30,804	80.3	63,772	497.7	58,606	219.7
	Total (A)	174,216	1,668.9	205,321	1,125.6	638,800	4,822.4	778,648	3,433.7
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	174,216	1,668.9	205,321	1,125.6	638,800	4,822.4	778,648	3,433.7

Note:

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