

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q1 FY 2015		Q1 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	25,540	158.5	37,867	134.3	25,540	158.5	37,867	134.3
2	Corporate Agents-Banks	44,276	392.2	38,236	249.5	44,276	392.2	38,236	249.5
3	Corporate Agents -Others	58,112	26.8	54,068	19.1	58,112	26.8	54,068	19.1
4	Brokers	5,445	16.8	16,614	44.1	5,445	16.8	16,614	44.1
5	Micro Agents	8,042	0.1	17,960	0.2	8,042	0.1	17,960	0.2
6	Direct Business	8,906	54.8	9,090	32.8	8,906	54.8	9,090	32.8
	Total (A)	150,321	649.2	173,835	480.1	150,321	649.2	173,835	480.1
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	150,321	649.2	173,835	480.1	150,321	649.2	173,835	480.1

Note:

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