

FORM L-37 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)
 RELIANCE LIFE INSURANCE COMPANY LIMITED

(₹ in Lacs)

Sr. No	Channels	For the Quarter ended on 31st December, 2015			For the Quarter ended on 31st December, 2014		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	1	151	4	1	65	1
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	3	909	14	4	9,433	76
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	46	458,560	7,723	66	629,362	13,742
	Total (A)	50	459,620	7,740	71	638,860	13,819
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	50	459,620	7,740	71	638,860	13,819

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st December, 2015			Upto the Quarter ended on 31st December, 2014		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	2	379	8	1	106	2
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	10	5,185	67	26	15,507	134
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	182	2,350,920	56,648	282	1,455,148	73,654
	Total (A)	194	2,356,484	56,724	309	1,470,761	73,789
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	194	2,356,484	56,724	309	1,470,761	73,789

Note:

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