

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 March, 2015			For the Quarter ended on 31st March, 2014		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	3	0	6	1,733	18
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	10	8,329	46	(1)	33,567	42
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	94	981,514	10,802	151	184,843	17,606
	Total (A)	104	989,846	10,848	156	220,143	17,666
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	104	989,846	10,848	156	220,143	17,666

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st March, 2015			Upto the Quarter ended on 31st March, 2014		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	1	109	2	6	1,733	18
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	36	18,091	162	38	70,609	106
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	376	2,442,407	84,474	384	678,197	75,348
	Total (A)	413	2,460,607	84,637	428	750,539	75,472
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	413	2,460,607	84,637	428	750,539	75,472

Note:

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