

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, 2014			For the Quarter ended on 31st December, 2013		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	1	65	1	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	4	9,433	76	12	20,574	31
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	66	629,362	13,742	80	73,224	11,639
	Total (A)	71	638,860	13,819	92	93,798	11,669
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	71	638,860	13,819	92	93,798	11,669

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st December, 2014			Upto the Quarter ended on 31st December, 2013		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	1	106	2	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	26	15,507	134	39	37,042	64
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	282	1,455,148	73,654	233	493,354	57,743
	Total (A)	309	1,470,761	73,789	272	530,396	57,806
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	309	1,470,761	73,789	272	530,396	57,806

Note:

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