

**FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)
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	Premium	No. of Policies	Premium
1	Individual agents	78,504	18,969	95,222	18,066
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	8,722	1,297	27,785	2,422
4	Brokers	13,328	4,013	13,491	4,041
5	Micro Agents	-	-	-	-
6	Direct Business	16,187	5,114	14,214	3,917
	Total (A)	116,741	29,393	150,712	28,447
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	116,741	29,393	150,712	28,447

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st December, 2014		Upto the Quarter ended on 31st December, 2013	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	208,313	51,584	300,948	56,721
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	29,038	2,853	71,166	8,919
4	Brokers	41,765	12,250	43,132	10,353
5	Micro Agents	-	-	-	-
6	Direct Business	53,509	16,763	41,177	8,602
	Total (A)	332,625	83,450	456,423	84,595
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	332,625	83,450	456,423	84,595

Note:

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