

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

(₹ in Lacs)

Sr. No	Channels	For the Quarter ended on 30th September, 2014			For the Quarter ended on 30th September, 2013		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	6	0	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	15	2,380	30	20	8,235	14
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	128	484,415	29,753	73	229,147	21,525
	Total (A)	143	486,801	29,783	93	237,382	21,539
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	143	486,801	29,783	93	237,382	21,539

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 30th September, 2014			Upto the Quarter ended on 30th September, 2013		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	41	0	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	22	6,069	58	27	16,468	33
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	216	825,791	59,912	153	420,130	46,104
	Total (A)	238	831,901	59,970	180	436,598	46,137
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	238	831,901	59,970	180	436,598	46,137

Note:

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