

**FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)  
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	Premium	No. of Policies	Premium
1	Individual agents	67,819	17,380	102,211	20,800
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	4,702	325	18,764	2,190
4	Brokers	16,056	4,659	17,626	4,395
5	Micro Agents	-	-	-	-
6	Direct Business	21,406	6,480	10,689	1,949
	<b>Total (A)</b>	<b>109,983</b>	<b>28,845</b>	<b>149,290</b>	<b>29,334</b>
1	Referral (B)	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>109,983</b>	<b>28,845</b>	<b>149,290</b>	<b>29,334</b>

*(₹ in Lacs)*

Sr. No	Channels	Upto the Quarter ended on 30th September, 2014		Upto the Quarter ended on 30th September, 2013	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	129,809	32,615	205,726	38,655
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	20,316	1,556	43,381	6,497
4	Brokers	28,437	8,237	29,641	6,312
5	Micro Agents	-	-	-	-
6	Direct Business	37,322	11,649	26,963	4,685
	<b>Total (A)</b>	<b>215,884</b>	<b>54,057</b>	<b>305,711</b>	<b>56,148</b>
1	Referral (B)	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>215,884</b>	<b>54,057</b>	<b>305,711</b>	<b>56,148</b>

Note:

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