

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 June, 2014			For the Quarter ended on 30th June, 2013		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	35	0	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	7	3,689	28	7	8,233	19
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	88	341,376	30,159	80	190,983	24,579
	Total (A)	95	345,100	30,187	87	199,216	24,598
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	95	345,100	30,187	87	199,216	24,598

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 30th June, 2014			Upto the Quarter ended on 30th June, 2013		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	35	0	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	7	3,689	28	7	8,233	19
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	88	341,376	30,159	80	190,983	24,579
	Total (A)	95	345,100	30,187	87	199,216	24,598
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	95	345,100	30,187	87	199,216	24,598

Note:

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