

**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 March, 2014		For the Quarter ended on 31st March, 2013	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	95,256	22,925	106,135	19,217
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	4,745	367	62,440	9,197
4	Brokers	15,114	4,808	20,940	3,162
5	Micro Agents	-	-	-	-
6	Direct Business	15,808	5,232	29,193	4,567
	Total (A)	130,923	33,332	218,708	36,144
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	130,923	33,332	218,708	36,144

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st March, 2014		Upto the Quarter ended on 31st March, 2013	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	396,204	79,646	404,596	62,389
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	75,911	9,286	194,925	25,933
4	Brokers	58,246	15,161	79,669	11,584
5	Micro Agents	-	-	-	-
6	Direct Business	56,985	13,834	83,342	11,818
	Total (A)	587,346	117,927	762,532	111,724
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	587,346	117,927	762,532	111,724

Note:

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