

FORM L-37 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)
 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 / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	6	1,733	18	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	(1)	33,567	42	8	45,336	156
5	Micro Agents						
6	Direct Business	151	184,843	17,606	62	119,431	10,253
	Total (A)	156	220,143	17,666	70	164,767	10,409
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	156	220,143	17,666	70	164,767	10,409

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st March, 2014			Upto the Quarter ended on 31st March, 2013		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	6	1,733	18	-	-	-
2	Corporate Agents-Banks				-	-	-
3	Corporate Agents -Others				-	-	-
4	Brokers	38	70,609	106	44	77,497	302
5	Micro Agents						
6	Direct Business	384	678,197	75,348	322	1,160,484	25,631
	Total (A)	428	750,539	75,472	366	1,237,981	25,933
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	428	750,539	75,472	366	1,237,981	25,933

Note:

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