

**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 December, 2013		For the Quarter ended on 31st December, 2012	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	95,222	18,066	98,464	16,896
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	27,785	2,422	61,235	7,867
4	Brokers	13,491	4,041	16,401	2,438
5	Micro Agents	-	-	-	-
6	Direct Business	14,214	3,917	24,338	3,485
	Total (A)	150,712	28,447	200,438	30,687
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	150,712	28,447	200,438	30,687

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st December, 2013		Upto the Quarter ended on 31st December, 2012	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	300,948	56,721	298,461	43,173
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	71,166	8,919	132,485	16,735
4	Brokers	43,132	10,353	58,729	8,422
5	Micro Agents	-	-	-	-
6	Direct Business	41,177	8,602	54,149	7,251
	Total (A)	456,423	84,595	543,824	75,580
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	456,423	84,595	543,824	75,580

Note:

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