

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 December, 2013			For the Quarter ended on 31st December, 2012		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	-	-	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	12	20,574	31	11	17,236	122
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	80	73,224	11,639	64	23,461	3,100
	<b>Total (A)</b>	<b>92</b>	<b>93,798</b>	<b>11,669</b>	<b>75</b>	<b>40,697</b>	<b>3,223</b>
1	Referral (B)	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>92</b>	<b>93,798</b>	<b>11,669</b>	<b>75</b>	<b>40,697</b>	<b>3,223</b>

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st December, 2013			Upto the Quarter ended on 31st December, 2012		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	-	-	-	-	-
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	39	37,042	64	36	32,161	146
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	233	493,354	57,743	260	1,041,053	15,379
	<b>Total (A)</b>	<b>272</b>	<b>530,396</b>	<b>57,806</b>	<b>296</b>	<b>1,073,214</b>	<b>15,525</b>
1	Referral (B)	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>272</b>	<b>530,396</b>	<b>57,806</b>	<b>296</b>	<b>1,073,214</b>	<b>15,525</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