

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 September, 2013			For the Quarter ended on 30th September, 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	20	8,235	14	20	8,526	18
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	73	229,147	21,525	88	339,070	5,338
	Total (A)	93	237,382	21,539	108	347,596	5,356
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	93	237,382	21,539	108	347,596	5,356

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 30th September, 2013			Upto the Quarter ended on 30th September, 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	27	16,468	33	25	14,925	23
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	153	420,130	46,104	196	1,017,592	12,278
	Total (A)	180	436,598	46,137	221	1,032,517	12,302
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	180	436,598	46,137	221	1,032,517	12,302

Note:

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