

**FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)
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	Premium	No. of Policies	Premium
1	Individual agents	102,211	20,800	113,951	16,192
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	18,764	2,190	34,478	4,890
4	Brokers	17,626	4,395	19,608	2,989
5	Micro Agents	-	-	-	-
6	Direct Business	10,689	1,949	20,781	2,717
	Total (A)	149,290	29,334	188,818	26,787
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	149,290	29,334	188,818	26,787

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 30th September, 2013		Upto the Quarter ended on 30th September, 2012	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	205,726	38,655	199,997	26,277
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	43,381	6,497	71,250	8,868
4	Brokers	29,641	6,312	42,328	5,983
5	Micro Agents	-	-	-	-
6	Direct Business	26,963	4,685	29,811	3,765
	Total (A)	305,711	56,148	343,386	44,893
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	305,711	56,148	343,386	44,893

Note:

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