

**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 June, 2013		For the Quarter ended on 30th June, 2012	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	103,515	17,854	86,046	10,085
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	24,617	4,307	36,772	3,979
4	Brokers	12,015	1,917	22,720	2,994
5	Micro Agents	-	-	-	-
6	Direct Business	16,274	2,736	9,030	1,049
	<b>Total (A)</b>	<b>156,421</b>	<b>26,814</b>	<b>154,568</b>	<b>18,106</b>
1	Referral (B)	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>156,421</b>	<b>26,814</b>	<b>154,568</b>	<b>18,106</b>

*(₹ in Lacs)*

Sr. No	Channels	Upto the Quarter ended on 30th June, 2013		Upto the Quarter ended on 30th June, 2012	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	103,515	17,854	86,046	10,085
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	24,617	4,307	36,772	3,979
4	Brokers	12,015	1,917	22,720	2,994
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6	Direct Business	16,274	2,736	9,030	1,049
	<b>Total (A)</b>	<b>156,421</b>	<b>26,814</b>	<b>154,568</b>	<b>18,106</b>
1	Referral (B)	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>156,421</b>	<b>26,814</b>	<b>154,568</b>	<b>18,106</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