

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 March, 2013			For the Quarter ended on 31st March, 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	8	45,336	156	6	34,556	31
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	62	119,431	10,253	93	681,074	23,812
	Total (A)	70	164,767	10,409	99	715,630	23,843
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	70	164,767	10,409	99	715,630	23,843

(₹ in Lacs)

Sr. No	Channels	For the year ended on 31st March, 2013			For the year ended on 31st March, 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	44	77,497	302	27	65,167	83
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	322	1,160,484	25,631	375	1,602,429	40,277
	Total (A)	366	1,237,981	25,933	402	1,667,596	40,361
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	366	1,237,981	25,933	402	1,667,596	40,361

Note:

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