

**FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)
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	Premium	No. of Policies	Premium
1	Individual agents	106,135	19,217	204,358	31,004
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	62,440	9,197	122,561	11,894
4	Brokers	20,940	3,162	30,630	4,710
5	Micro Agents	-	-	-	-
6	Direct Business	29,193	4,567	12,614	1,981
	Total (A)	218,708	36,144	370,163	49,590
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	218,708	36,144	370,163	49,590

(₹ in Lacs)

Sr. No	Channels	For the year ended on 31st March, 2013		For the year ended on 31st March, 2012	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	404,596	62,389	618,124	90,818
2	Corporate Agents-Banks	-	-	1	1
3	Corporate Agents -Others	194,925	25,933	340,027	30,287
4	Brokers	79,669	11,584	106,637	15,397
5	Micro Agents	-	-	-	-
6	Direct Business	83,342	11,818	28,835	4,066
	Total (A)	762,532	111,724	1,093,624	140,569
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	762,532	111,724	1,093,624	140,569

Note:

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