

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 December, 2012			For the Quarter ended on 31st December, 2011		
		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	11	17,236	122	7	4,812	17
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	64	23,461	3,100	95	96,376	5,229
	Total (A)	75	40,697	3,223	102	101,188	5,246
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	75	40,697	3,223	102	101,188	5,246

(₹ in Lacs)

Sr. No	Channels	For the period ended on 31st December, 2012			For the period ended on 31st December, 2011		
		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	36	32,161	146	22	30,611	54
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	260	1,041,053	15,379	281	904,891	16,463
	Total (A)	296	1,073,214	15,525	303	935,502	16,518
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	296	1,073,214	15,525	303	935,502	16,518

Note:

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