

**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 December, 2012		For the Quarter ended on 31st December, 2011	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	98,464	16,896	145,604	21,466
2	Corporate Agents-Banks	-	-	-	0
3	Corporate Agents -Others	61,235	7,867	87,885	8,114
4	Brokers	16,401	2,438	26,604	3,952
5	Micro Agents	-	-	-	-
6	Direct Business	24,338	3,485	7,464	977
	Total (A)	200,438	30,687	267,557	34,509
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	200,438	30,687	267,557	34,509

(₹ in Lacs)

Sr. No	Channels	For the period ended on 31st December, 2012		For the period ended on 31st December, 2011	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	298,461	43,173	413,766	59,813
2	Corporate Agents-Banks	-	-	1	1
3	Corporate Agents -Others	132,485	16,735	217,466	18,392
4	Brokers	58,729	8,422	76,007	10,687
5	Micro Agents	-	-	-	-
6	Direct Business	54,149	7,251	16,221	2,085
	Total (A)	543,824	75,580	723,461	90,979
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	543,824	75,580	723,461	90,979

Note:

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