

FORM L-37 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)  
 RELIANCE LIFE INSURANCE COMPANY LIMITED

(₹ in Lacs)

Sr. No	Channels	For the Quarter ended on 30th September, 2012			For the Quarter ended on 30th September, 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	20	8,526	18	9	15,403	13
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	88	339,070	5,338	76	243,551	7,263
	<b>Total (A)</b>	<b>108</b>	<b>347,596</b>	<b>5,356</b>	<b>85</b>	<b>258,954</b>	<b>7,277</b>
1	Referral (B)	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>108</b>	<b>347,596</b>	<b>5,356</b>	<b>85</b>	<b>258,954</b>	<b>7,277</b>

(₹ in Lacs)

Sr. No	Channels	For the Half Year ended on 30th September, 2012			For the Half Year ended on 30th September, 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	25	14,925	23	14	25,799	35
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	196	1,017,592	12,278	187	824,979	11,237
	<b>Total (A)</b>	<b>221</b>	<b>1,032,517</b>	<b>12,302</b>	<b>201</b>	<b>850,778</b>	<b>11,272</b>
1	Referral (B)	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>221</b>	<b>1,032,517</b>	<b>12,302</b>	<b>201</b>	<b>850,778</b>	<b>11,272</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