

**FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)  
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	Premium	No. of Policies	Premium
1	Individual agents	113,951	16,192	153,742	24,641
2	Corporate Agents-Banks	-	-	-	0
3	Corporate Agents -Others	34,478	4,890	58,357	5,164
4	Brokers	19,608	2,989	26,565	3,735
5	Micro Agents	-	-	-	-
6	Direct Business	20,781	2,717	4,877	625
	<b>Total (A)</b>	<b>188,818</b>	<b>26,787</b>	<b>243,541</b>	<b>34,165</b>
1	Referral (B)	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>188,818</b>	<b>26,787</b>	<b>243,541</b>	<b>34,165</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	Premium	No. of Policies	Premium
1	Individual agents	199,997	26,277	268,162	38,348
2	Corporate Agents-Banks	-	-	1	1
3	Corporate Agents -Others	71,250	8,868	129,581	10,278
4	Brokers	42,328	5,983	49,403	6,735
5	Micro Agents	-	-	-	-
6	Direct Business	29,811	3,765	8,757	1,108
	<b>Total (A)</b>	<b>343,386</b>	<b>44,893</b>	<b>455,904</b>	<b>56,469</b>
1	Referral (B)	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>343,386</b>	<b>44,893</b>	<b>455,904</b>	<b>56,469</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