

**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 June, 2012		For the Quarter ended on 30th June, 2011	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	86,046	10,085	114,420	13,707
2	Corporate Agents-Banks	-	-	1	0
3	Corporate Agents -Others	36,772	3,979	71,224	5,114
4	Brokers	22,720	2,994	22,838	3,000
5	Micro Agents	-	-	-	-
6	Direct Business	9,030	1,049	3,880	483
	Total (A)	154,568	18,106	212,363	22,304
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	154,568	18,106	212,363	22,304

(₹ in Lacs)

Sr. No	Channels	For the Period ended on 30th June, 2012		For the Period ended on 30th June, 2011	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	86,046	10,085	114,420	13,707
2	Corporate Agents-Banks	-	-	1	0
3	Corporate Agents -Others	36,772	3,979	71,224	5,114
4	Brokers	22,720	2,994	22,838	3,000
5	Micro Agents	-	-	-	-
6	Direct Business	9,030	1,049	3,880	483
	Total (A)	154,568	18,106	212,363	22,304
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	154,568	18,106	212,363	22,304

Note:

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