

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 March, 2012			For the Quarter ended on 31st March, 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	6	34,556	31	10	43,291	101
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	93	681,074	23,812	109	175,095	25,684
	Total (A)	99	715,630	23,843	119	218,386	25,784
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	99	715,630	23,843	119	218,386	25,784

(₹ in Lacs)

Sr. No	Channels	For the Year ended on 31st March, 2012			For the Year ended on 31st March, 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	27	65,167	83	42	131,373	373
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	375	1,602,429	40,277	340	706,485	37,262
	Total (A)	402	1,667,596	40,361	382	837,858	37,635
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	402	1,667,596	40,361	382	837,858	37,635

Note:

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