

**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 March, 2012		For the Quarter ended on 31st March, 2011	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	204,358	31,004	251,615	55,479
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	122,561	11,894	198,870	13,958
4	Brokers	30,630	4,710	32,972	6,379
5	Micro Agents	-	-	-	-
6	Direct Business	12,614	1,981	4,727	1,222
	Total (A)	370,163	49,590	488,184	77,038
1	Referral (B)	-	-	(4,080)	147
	Grand Total (A+B)	370,163	49,590	484,104	77,185

(₹ in Lacs)

Sr. No	Channels	For the Year ended on 31st March, 2012		For the Year ended on 31st March, 2011	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	618,124	90,818	739,711	155,908
2	Corporate Agents-Banks	1	1	40	15
3	Corporate Agents -Others	340,027	30,287	936,137	65,348
4	Brokers	106,637	15,397	92,940	16,432
5	Micro Agents	-	-	-	-
6	Direct Business	28,835	4,066	81,972	10,474
	Total (A)	1,093,624	140,569	1,850,800	248,177
1	Referral (B)	-	-	51,885	17,683
	Grand Total (A+B)	1,093,624	140,569	1,902,685	265,859

Note:

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