

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 December, 2011			For the Quarter ended on 31st December, 2010		
		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	7	4,812	17	9	30,450	53
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	95	96,376	5,229	61	88,740	2,010
	<b>Total (A)</b>	<b>102</b>	<b>101,188</b>	<b>5,246</b>	<b>70</b>	<b>119,190</b>	<b>2,063</b>
1	Referral (B)	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>102</b>	<b>101,188</b>	<b>5,246</b>	<b>70</b>	<b>119,190</b>	<b>2,063</b>

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st December, 2011			Upto the Quarter ended on 31st December, 2010		
		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	21	30,423	52	32	88,082	272
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	282	905,079	16,466	231	531,390	11,578
	<b>Total (A)</b>	<b>303</b>	<b>935,502</b>	<b>16,518</b>	<b>263</b>	<b>619,472</b>	<b>11,850</b>
1	Referral (B)	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>303</b>	<b>935,502</b>	<b>16,518</b>	<b>263</b>	<b>619,472</b>	<b>11,850</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