

**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 December, 2011		For the Quarter ended on 31st December, 2010	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	145,604	21,466	179,383	42,626
2	Corporate Agents-Banks	-	0	-	-
3	Corporate Agents -Others	87,885	8,114	100,114	7,712
4	Brokers	26,604	3,952	25,565	4,662
5	Micro Agents	-	-	-	-
6	Direct Business	7,464	977	8,934	1,927
	Total (A)	267,557	34,509	313,996	56,927
1	Referral (B)	-	-	(5,143)	381
	Grand Total (A+B)	267,557	34,509	308,853	57,309

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31st December, 2011		Upto the Quarter ended on 31st December, 2010	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	413,766	59,813	488,096	100,429
2	Corporate Agents-Banks	1	1	-	-
3	Corporate Agents -Others	217,466	18,392	737,307	51,405
4	Brokers	76,007	10,687	59,968	10,053
5	Micro Agents	-	-	-	-
6	Direct Business	16,221	2,085	77,245	9,252
	Total (A)	723,461	90,979	1,362,616	171,139
1	Referral (B)	-	-	55,965	17,536
	Grand Total (A+B)	723,461	90,979	1,418,581	188,675

Note:

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