

FORM L-37 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)
 RELIANCE LIFE INSURANCE COMPANY LIMITED

(₹ in Lacs)

Sr. No	Channels	For the Quarter ended on 30th September, 2011			For the Quarter ended on 30th September, 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	9	15,403	13	14	40,626	148
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	76	226,672	7,263	66	147,723	5,706
	Total (A)	85	242,075	7,277	80	188,349	5,854
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	85	242,075	7,277	80	188,349	5,854

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 30th September, 2011			Upto the Quarter ended on 30th September, 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	14	25,611	35	23	57,632	219
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	187	808,703	11,237	170	442,650	9,568
	Total (A)	201	834,314	11,272	193	500,282	9,788
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	201	834,314	11,272	193	500,282	9,788

Note:

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