

**FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)
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	Premium	No. of Policies	Premium
1	Individual agents	153,742	24,641	202,886	38,267
2	Corporate Agents-Banks	-	0	-	-
3	Corporate Agents -Others	58,357	5,164	366,290	24,562
4	Brokers	26,565	3,735	17,962	2,908
5	Micro Agents	-	-	-	-
6	Direct Business	4,877	625	32,735	6,076
	Total (A)	243,541	34,165	619,873	71,813
1	Referral (B)	-	-	(3,931)	2,962
	Grand Total (A+B)	243,541	34,165	615,942	74,775

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 30th September, 2011		Upto the Quarter ended on 30th September, 2010	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	268,162	38,348	308,713	57,802
2	Corporate Agents-Banks	1	1	-	-
3	Corporate Agents -Others	129,581	10,278	637,193	43,693
4	Brokers	49,403	6,735	34,403	5,391
5	Micro Agents	-	-	-	-
6	Direct Business	8,757	1,108	68,311	7,325
	Total (A)	455,904	56,469	1,048,620	114,212
1	Referral (B)	-	-	61,108	17,155
	Grand Total (A+B)	455,904	56,469	1,109,728	131,366

Note:

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