

**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 June, 2011		For the Quarter ended on 30th June, 2010	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	114,420	13,707	105,827	19,535
2	Corporate Agents-Banks	1	0	-	-
3	Corporate Agents -Others	71,224	5,114	270,903	19,131
4	Brokers	22,838	3,000	16,441	2,484
5	Micro Agents	-	-	-	-
6	Direct Business	3,880	483	35,576	1,249
	<b>Total (A)</b>	<b>212,363</b>	<b>22,304</b>	<b>428,747</b>	<b>42,399</b>
1	Referral (B)	-	-	65,039	14,193
	<b>Grand Total (A+B)</b>	<b>212,363</b>	<b>22,304</b>	<b>493,786</b>	<b>56,591</b>

*(₹ in Lacs)*

Sr. No	Channels	Upto the Quarter ended on 30th June, 2011		Upto the Quarter ended on 30th June, 2010	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	114,420	13,707	105,827	19,535
2	Corporate Agents-Banks	1	0	-	-
3	Corporate Agents -Others	71,224	5,114	270,903	19,131
4	Brokers	22,838	3,000	16,441	2,484
5	Micro Agents	-	-	-	-
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	<b>Total (A)</b>	<b>212,363</b>	<b>22,304</b>	<b>428,747</b>	<b>42,399</b>
1	Referral (B)	-	-	65,039	14,193
	<b>Grand Total (A+B)</b>	<b>212,363</b>	<b>22,304</b>	<b>493,786</b>	<b>56,591</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