

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 June, 2011			For the Quarter ended on 30th June, 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	5	10,208	22	9	17,006	72
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	111	582,031	3,973	104	294,927	3,862
	Total (A)	116	592,239	3,995	113	311,933	3,934
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	116	592,239	3,995	113	311,933	3,934

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 30th June, 2011			Upto the Quarter ended on 30th June, 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	5	10,208	22	9	17,006	72
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	111	582,031	3,973	104	294,927	3,862
	Total (A)	116	592,239	3,995	113	311,933	3,934
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	116	592,239	3,995	113	311,933	3,934

Note:

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