

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

(₹ in Lacs)

Sr. No	Channels	For the Quarter ended on 31ST MARCH, 2011			For the Quarter ended on 31ST MARCH, 2010		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	-	-	1	8	2
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	1	1	0
4	Brokers	10	43,291	101	19	59,708	82
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	109	175,095	25,684	129	226,385	37,092
	Total (A)	119	218,386	25,784	150	286,102	37,177
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	119	218,386	25,784	150	286,102	37,177

(₹ in Lacs)

Sr. No	Channels	For the year ended on 31ST MARCH, 2011			For the year ended on 31ST MARCH, 2010		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	-	-	2	11	7
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	1	1	0
4	Brokers	42	131,373	373	70	427,960	563
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	340	706,485	37,262	450	518,495	52,655
	Total (A)	382	837,858	37,634	523	946,467	53,226
1	Referral (B)	-	-	0	-	-	-
	Grand Total (A+B)	382	837,858	37,635	523	946,467	53,226

Note:

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