

**FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)
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	Premium	No. of Policies	Premium
1	Individual agents	251,615	55,479	277,221	60,791
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	198,870	13,958	232,490	19,253
4	Brokers	32,972	6,379	17,318	3,270
5	Micro Agents	-	-	-	-
6	Direct Business	4,727	1,222	3,272	877
	Total (A)	488,184	77,038	530,301	84,190
1	Referral (B)	(4,080)	147	204,465	53,615
	Grand Total (A+B)	484,104	77,185	734,766	137,806

(₹ in Lacs)

Sr. No	Channels	For the year Ended on 31ST MARCH, 2011		For the year Ended on 31ST MARCH, 2010	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	739,711	155,908	825,628	156,297
2	Corporate Agents-Banks	40	15	-	-
3	Corporate Agents -Others	936,137	65,348	1,024,901	78,372
4	Brokers	92,940	16,432	33,653	6,542
5	Micro Agents	-	-	-	-
6	Direct Business	81,972	10,474	14,231	3,196
	Total (A)	1,850,800	248,177	1,898,413	244,407
1	Referral (B)	51,885	17,683	427,218	94,445
	Grand Total (A+B)	1,902,685	265,859	2,325,631	338,852

Note:

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