

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 DECEMBER, 2010			For the Quarter ended on 31ST DECEMBER, 2009		
		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	9	30,450	53	15	36,203	343
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	61	88,740	2,010	110	108,815	4,047
	<b>Total (A)</b>	<b>70</b>	<b>119,190</b>	<b>2,063</b>	<b>125</b>	<b>145,018</b>	<b>4,390</b>
1	Referral (B)	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>70</b>	<b>119,190</b>	<b>2,063</b>	<b>125</b>	<b>145,018</b>	<b>4,390</b>

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31ST DECEMBER, 2010			Upto the Quarter ended on 31ST DECEMBER, 2009		
		No. of Policies / Schemes	No. of Lives Covered	Premium	No. of Policies / Schemes	No. of Lives Covered	Premium
1	Individual agents	-	-	-	1	3	5
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	-	-	-
4	Brokers	32	88,082	272	51	368,252	481
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	231	531,390	11,578	321	292,110	15,563
	<b>Total (A)</b>	<b>263</b>	<b>619,472</b>	<b>11,850</b>	<b>373</b>	<b>660,365</b>	<b>16,049</b>
1	Referral (B)	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>263</b>	<b>619,472</b>	<b>11,850</b>	<b>373</b>	<b>660,365</b>	<b>16,049</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