

**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 DECEMBER, 2010		For the Quarter ended on 31ST DECEMBER, 2009	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	179,383	42,626	198,923	38,656
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	100,114	7,712	398,787	29,532
4	Brokers	25,565	4,662	8,220	1,436
5	Micro Agents	-	-	-	-
6	Direct Business	8,934	1,927	3,775	934
	Total (A)	313,996	56,927	609,705	70,558
1	Referral (B)	(5,143)	381	79,149	17,181
	Grand Total (A+B)	308,853	57,309	688,854	87,739

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 31ST DECEMBER, 2010		Upto the Quarter Ended on 31ST DECEMBER, 2009	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	488,096	100,429	548,407	95,506
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	737,307	51,405	792,411	59,119
4	Brokers	59,968	10,053	16,335	3,272
5	Micro Agents	-	-	-	-
6	Direct Business	77,245	9,252	10,959	2,319
	Total (A)	1,362,616	171,139	1,368,112	160,217
1	Referral (B)	55,965	17,536	222,753	40,830
	Grand Total (A+B)	1,418,581	188,675	1,590,865	201,046

Note:

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