

**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 September, 2010			For the Quarter ended on 30th September 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	14	40,626	148	20	149,709	85
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	66	147,723	5,706	99	116,793	6,637
	Total (A)	80	188,349	5,854	119	266,502	6,722
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	80	188,349	5,854	119	266,502	6,722

(₹ in Lacs)

Sr. No	Channels	Upto the Quarter ended on 30th September, 2010			Upto the Quarter ended on 30th September 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	23	57,632	219	36	332,049	138
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	170	442,650	9,568	211	183,295	11,516
	Total (A)	193	500,282	9,788	248	515,347	11,659
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	193	500,282	9,788	248	515,347	11,659

Note:

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