

**FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)
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 | Premium | No. of Policies | Premium |
| 1 | Individual agents | 202,886 | 38,267 | 201,109 | 36,035 |
| 2 | Corporate Agents-Banks | - | - | - | - |
| 3 | Corporate Agents -Others | 366,290 | 24,562 | 215,954 | 16,104 |
| 4 | Brokers | 17,962 | 2,908 | 5,217 | 1,117 |
| 5 | Micro Agents | - | - | - | - |
| 6 | Direct Business | 32,735 | 6,076 | 3,529 | 732 |
| | Total (A) | 619,873 | 71,813 | 425,809 | 53,988 |
| 1 | Referral (B) | (3,931) | 2,962 | 69,632 | 13,711 |
| | Grand Total (A+B) | 615,942 | 74,775 | 495,441 | 67,699 |

(₹ in Lacs)

| Sr. No | Channels | Upto the Quarter ended on 30th September, 2010 | | Upto the Quarter Ended on 30th September 2009 | |
|--------|--------------------------|---|----------------|--|----------------|
| | | No. of Policies | Premium | No. of Policies | Premium |
| 1 | Individual agents | 308,713 | 57,802 | 349,484 | 56,850 |
| 2 | Corporate Agents-Banks | - | - | - | - |
| 3 | Corporate Agents -Others | 637,193 | 43,693 | 393,624 | 29,587 |
| 4 | Brokers | 34,403 | 5,391 | 8,115 | 1,836 |
| 5 | Micro Agents | - | - | - | - |
| 6 | Direct Business | 68,311 | 7,325 | 7,184 | 1,385 |
| | Total (A) | 1,048,620 | 114,212 | 758,407 | 89,658 |
| 1 | Referral (B) | 61,108 | 17,155 | 143,604 | 23,649 |
| | Grand Total (A+B) | 1,109,728 | 131,366 | 902,011 | 113,307 |

Note:

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