

PERIODIC DISCLOSURES**FORM L-38 Business Acquisition through different channels (Individuals)**Insurer: **Reliance Life Insurance Co.Ltd.**Date: 30/06/2010

Sl.No.	Business Acquisition through different channels (Individuals)				
	Channels	Current Year (2010-11)		Previous Year (2009-10)	
		No. of Policies	Premium (Rs in lacs)	No. of Policies	Premium (Rs in lacs)
1	Individual agents	105,827	19,535	148,375	20,815
2	Corporate Agents-Banks	-	-	-	-
3	Corporate Agents -Others	270,903	19,131	177,670	13,482
4	Brokers	16,441	2,484	2,898	719
5	Micro Agents	-	-	-	-
6	Direct Business	35,576	1,249	3,655	653
	Total (A)	428,747	42,399	332,598	35,670
1	Referral (B)	65,039	14,193	73,972	9,938
	Grand Total (A+B)	493,786	56,591	406,570	45,608

Note:

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