

RELIANCE LIFE INSURANCE COMPANY LIMITED
FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

Sl.No.	Business Acquisition through different channels (Group)						
	Channels	2009 - 10			2008 - 09		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (Rs lacs)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (Rs lacs)
1	Individual agents	2	11	7	16	521	221
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	1	1	0	-	-	-
4	Brokers	70	427,960	563	74	126,096	641
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	450	518,495	52,655	315	734,851	16,343
	Total(A)	523	946,467	53,226	405	861,468	17,205
1	Referral (B)	-	-	-	-	-	-
	Grand Total (A+B)	523	946,467	53,226	405	861,468	17,205

Note:

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