

FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

Sl.No.	Business Acquisition through different channels (Group)												
	Channels	For the quarter 31st December 2011			Up to the Period 31.12.11			For the quarter 31st December 2010			Up to the period 31.12.10		
		No. of Policies/	No. of Lives	Premium (Rs crore)	No. of Policies/	No. of Lives	Premium (Rs crore)	No. of Policies/	No. of Lives	Premium (Rs crore)	No. of Policies	No. of Lives Covered	Premium (Rs crore)
1	Individual agents												
2	Corporate Agents-Banks												
3	Corporate Agents -Others	-	83696	12.75	3	251871	53.23						
4	Brokers	14	154233	1.89	20	324771	4.76						
5	Micro Agents												
6	Direct Business	1	2277	0.18	3	16955	0.46	3	112577	22.01	6	286629	36.82
	Total(A)	15	240206	14.82	26	593597	58.45	3	112577	22.01	6	286629	36.82
1	Referral (B)												
	Grand Total (A+B)	15	240206	14.82	26	593597	58.45	3	112577	22.01	6	286629	36.82

Note:

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

