

FORM L-38 Business Acquisition through different channels (Individuals)

Insurer: **SHRIRAM LIFE INSURANCE COMPANY LIMITED**

Sl.No.	Business Acquisition through different channels (Individuals)								
	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	Premium (Rs crore)	No. of Policies	Premium (Rs crore)	No. of Policies	Premium (Rs crore)	No. of Policies	Premium (Rs crore)
1	Individual agents	13921	36.49	32506	104.00	10402	65.42	31753	172.65
2	Corporate Agents-Banks								
3	Corporate Agents -Others	6426	13.63	12833	26.18	2845	5.55	6811	10.40
4	Brokers	12377	23.23	35706	77.38	8790	39.99	25555	101.76
5	Micro Agents								
6	Direct Business	2237	1.85	7883	4.80	1189	1.52	19760	62.10
	Total (A)	34961	75.20	88928	212.36	23226	112.47	83879	346.93
1	Referral (B)					-30	0.41	14053	58.18
	Grand Total (A+B)	34961	75.20	88928	212.36	23196	112.87	97932	405.10

Note:

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