

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

Sl.No.	Business Acquisition through different channels (Group)												
	Channels	For the quarter 31.12.13			Up to the Period 31.12.13			For the quarter 31.12.12			Up to the period 31.12.12		
		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	Premium (Rs crore)
1	Individual agents				1	149	0.01	1.00	483.00	0.03	10.00	682.00	0.04
2	Corporate Agents-Banks				-	-	-	-	-	-	1	31.00	0.00
3	Corporate Agents -Others	14	224320	14.50	35	724353	73.93	1	129653	30.81	1	353639	79.83
4	Brokers	1	329	0.04	2	1314	0.11	10	112461	1.64	38	334072	5.70
5	Micro Agents												
6	Direct Business	14	125747	16.01	28	309569	19.20	4	96676	1.76	8	170786	3.01
	Total(A)	29	350396	30.55	66	1035385	93.25	16	339273	34.26	58	859210	88.58
1	Referral (B)												
	Grand Total (A+B)	29	350396	30.55	66	1035385	93.25	16	339273	34.26	58	859210	88.58

Note:

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