

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

Insurer: **SHRIRAM LIFE INSURANCE COMPANY LIMITED**

Sl.No.	Channels	Business Acquisition through different channels (Individuals)							
		For the quarter 31.03.15		Upto the period 31.03.15		For the quarter 31.03.14		Upto the period 31.03.14	
		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	5681	14.66	18662	60.46	4277	20.05	20147	66.90
2	Corporate Agents-Banks	7	0.00	22	0.03	24	0.03	88	0.10
3	Corporate Agents -Others	29415	38.45	70858	114.90	14499	29.52	48413	88.66
4	Brokers	-38	-0.72	-93	-1.58	-15	-0.19	1031	1.97
5	Micro Agents								
6	Direct Business	38809	64.75	100043	160.04	20678	38.33	67163	104.90
	Total (A)	73874	117.14	189492	333.85	39463	87.74	136842	262.53
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	73874	117.14	189492	333.85	39463	87.74	136842	262.53

Note:

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