

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

Sl.No.	Business Acquisition through different channels (Group)												
	Channels	For the quarter 31.03.16			Year Ended 31st March '16			For the quarter 31.03.15			Year Ended 31st March '15		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (Rs crore)	No. of Policies/ No. of	No. of Lives Covered	Premium (Rs crore)	No. of Policies/ No. of	No. of Lives Covered	Premium (Rs crore)	No. of Policies/ No. of	No. of Lives Covered	Premium (Rs crore)
1	Individual agents	-	-	-	-	37	0.00	-	55	0.01	1	202	0.01
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	6	185518	52.20	17	556600	143.80	-	157847	40.42	3	426582	103.74
4	Brokers	10	152821	7.15	52	531976	22.37	13	62982	1.66	20	113092	3.07
5	Micro Agents				-	-	-						
6	Direct Business	16	4545339	63.64	76	7637890	132.08	21	1181328	24.14	42	2384649	57.86
	Total(A)	32	4883678	123.00	145	8726503	298.25	34	1402212	66.22	66	2924525	164.68
1	Referral (B)												
	Grand Total (A+B)	32	4883678	123.00	145	8726503	298.25	34	1402212	66.22	66	2924525	164.68

Note:

1. Premium means amount of premium received from business acquired by the source

2. No. of Policies stand for no. of policies sold