

# 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 30.09.16		Up to The Period 30th September '16		For the quarter 30.09.15		Up to The Period 30th September '15	
		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	6705	26.06	9477	36.10	2271	5.36	6055	15.65
2	Corporate Agents-Banks	-	-	-	-	0	0.00	0	0.00
3	Corporate Agents -Others	42025	81.29	67297	115.81	36609	41.87	60747	64.39
4	Brokers	2091	2.90	2867	3.83	175	-0.14	266	-0.15
5	Micro Agents								
6	Direct Business	39723	70.38	59132	104.29	24461	34.30	50310	74.96
	<b>Total (A)</b>	<b>90544</b>	<b>180.63</b>	<b>138773</b>	<b>260.02</b>	<b>63516</b>	<b>81.38</b>	<b>117378</b>	<b>154.85</b>
1	Referral (B)	-	(0.00)	-	(0.00)	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>90544</b>	<b>180.63</b>	<b>138773</b>	<b>260.02</b>	<b>63516</b>	<b>81.38</b>	<b>117378</b>	<b>154.85</b>

Note:

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