

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 31.12.16		Up to The Period 31st December '16		For the quarter 31.12.15		Up to The Period 31st December '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	2864	12.93	9569	39.00	4095	13.41	10150	29.06
2	Corporate Agents-Banks	-	-	-	-	0	0.00	0	0.00
3	Corporate Agents -Others	21447	51.59	63472	132.88	32804	37.28	93551	101.68
4	Brokers	1014	2.41	3105	5.31	289	0.18	555	0.03
5	Micro Agents	0	-	-	-				
6	Direct Business	17095	36.51	56818	106.89	29363	48.30	79673	123.26
	Total (A)	42420	103.44	132964	284.07	66551	99.17	183929	254.03
1	Referral (B)	-	-	-	(0.00)	-	-	-	-
	Grand Total (A+B)	42420	103.44	132964	284.07	66551	99.17	183929	254.03

Note:

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