

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 ended 31st March '17		Year Ended 31st March '17		For the Quarter ended 31st March '16		Year Ended 31st March '16	
		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	2844	16.55	12413	55.55	4388	16.60	14538	45.66
2	Corporate Agents-Banks	-	-	-	-	-	-	-	0.00
3	Corporate Agents -Others	36186	70.51	99658	203.39	45094	61.85	138645	163.53
4	Brokers	2607	4.77	5712	10.08	942	1.15	1497	1.18
5	Micro Agents	-	-	-	-				
6	Direct Business	24302	55.08	81120	161.97	30672	61.91	110345	185.17
	Total (A)	65939	146.91	198903	430.98	81096	141.51	265025	395.54
1	Referral (B)	-	(0.00)	-	(0.00)	-	-	-	-
	Grand Total (A+B)	65939	146.91	198903	430.98	81096	141.51	265025	395.54

Note:

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