

# 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 30.09.18		Upto the period 30.09.18		For the quarter 30.09.17		Upto the period 30.09.17	
		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	2415	13.12	3767	19.76	2755	12.65	5483	26.56
2	Corporate Agents-Banks	143	0.42	250	0.69	8.00	0.00	8.00	0.00
3	Corporate Agents -Others	52762	69.08	94238	112.84	33814	55.55	57342	99.04
4	Brokers	1666	6.27	2824	9.77	1034	3.63	1849	5.42
5	Micro Agents	-	-						
6	Direct Business	17836	43.08	32365	72.60	14260	30.57	29352	59.69
	<b>Total (A)</b>	<b>74822</b>	<b>131.97</b>	<b>133444</b>	<b>215.67</b>	<b>51871</b>	<b>102.41</b>	<b>94034</b>	<b>190.71</b>
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>74822</b>	<b>131.97</b>	<b>133444</b>	<b>215.67</b>	<b>51871</b>	<b>102.41</b>	<b>94034</b>	<b>190.71</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