

# 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 31.03.19		For the Year 31.03.19		For the quarter 31.03.18		For the Year 31.03.18	
		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	2337	14.02	7947	43.58	2484	14.92	10755	54.93
2	Corporate Agents-Banks	283	0.88	709	2.21	162	0.33	247	0.45
3	Corporate Agents -Others	52118	82.86	173798	250.66	57380	76.36	156888	238.25
4	Brokers	2262	7.50	6643	22.38	2902	7.34	6241	16.58
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	31603	71.55	83875	189.13	25299	60.00	71409	155.07
	<b>Total (A)</b>	<b>88603</b>	<b>176.81</b>	<b>272972</b>	<b>507.95</b>	<b>88227</b>	<b>158.94</b>	<b>245540</b>	<b>465.27</b>
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>88603</b>	<b>176.81</b>	<b>272972</b>	<b>507.95</b>	<b>88227</b>	<b>158.94</b>	<b>245540</b>	<b>465.27</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