

**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 30.06.13		Up to the Period 30.06.13		For the quarter 30.06.12		Up to the period 30.06.12	
		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	6918	19.44	6918	19.44	8628	27.27	8628	27.27
2	Corporate Agents-Banks	5	0.01	5	0.01	37	0.0356994	37	0.0356994
3	Corporate Agents -Others	11120	19.45	11120	19.45	11758	28.08	11758	28.08
4	Brokers	862	2.18	862	2.18	1869	3.09	1869	3.09
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	14563	22.32	14563	22.32	2012	2.12	2012	2.12
	<b>Total (A)</b>	<b>33468</b>	<b>63.40</b>	<b>33468</b>	<b>63.40</b>	<b>24304</b>	<b>60.61</b>	<b>24304</b>	<b>60.61</b>
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>33468</b>	<b>63.40</b>	<b>33468</b>	<b>63.40</b>	<b>24304</b>	<b>60.61</b>	<b>24304</b>	<b>60.61</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