

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 30.09.13		Up to the Period 30.09.13		For the quarter 30.09.12		Up to the period 30.09.12	
		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	4214	12.76	11132	32.20	7892	24.35	16520	51.62
2	Corporate Agents-Banks	13	0.02	18	0.03	49	0.04	86	0.08
3	Corporate Agents -Others	10062	17.75	21182	37.20	13714	25.57	25472	53.65
4	Brokers	166	0.12	1028	2.30	1761	3.77	3630	6.86
5	Micro Agents								
6	Direct Business	13962	19.60	28525	41.92	8863	14.96	10875	17.08
	Total (A)	28417	50.25	61885	113.65	32279	68.68	56583	129.29
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	28417	50.25	61885	113.65	32279	68.68	56583	129.29

Note:

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