

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 31.12.13		Up to the Period 31.12.13		For the quarter 31.12.12		Up to the period 31.12.12	
		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	4738	14.64	15870	46.84	7307	25.26	23827	76.89
2	Corporate Agents-Banks	46	0.04	64	0.07	19	0.04	105	0.11
3	Corporate Agents -Others	12732	21.95	33914	59.14	15624	24.91	41096	78.57
4	Brokers	18	-0.14	1046	2.16	1340	3.26	4970	10.12
5	Micro Agents					-	-		
6	Direct Business	17960	24.65	46485	66.57	12000	24.32	22875	41.40
	Total (A)	35494	61.14	97379	174.79	36290	77.80	92873	207.09
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	35494	61.14	97379	174.79	36290	77.80	92873	207.09

Note:

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