

FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

| Sl.No. | Business Acquisition through different channels (Group) | | | | | | | | | | | | |
|--------|---|--------------------------|---------------|--------------------|---------------------|----------------|--------------------|--------------------------|---------------|--------------------|---------------------|----------------|--------------------|
| | Channels | For the quarter 31.03.14 | | | Year Ended 31.03.14 | | | For the quarter 31.03.13 | | | Year Ended 31.03.13 | | |
| | | No. of Policies/ | No. of Lives | Premium (Rs crore) | No. of Policies/ | No. of Lives | Premium (Rs crore) | No. of Policies/ | No. of Lives | Premium (Rs crore) | No. of Policies/ | No. of Lives | Premium (Rs crore) |
| 1 | Individual agents | 4 | 5,303 | 0.48 | 5 | 5452 | 0.48 | 1.00 | 41.00 | 0.00 | 11.00 | 723.00 | 0.04 |
| 2 | Corporate Agents-Banks | | | | - | - | - | | | | 1 | 31.00 | 0.00 |
| 3 | Corporate Agents -Others | 10 | 156011 | 22.20 | 45 | 880364 | 96.14 | 5 | 159348 | 38.17 | 6 | 512987 | 118.00 |
| 4 | Brokers | | | | 2 | 1314 | 0.11 | 7 | 122834 | 1.71 | 45 | 456906 | 7.41 |
| 5 | Micro Agents | | | | | | | | | | | | |
| 6 | Direct Business | 9 | 504333 | 11.37 | 37 | 813902 | 30.58 | 8 | 151994 | 2.56 | 16 | 322780 | 5.57 |
| | Total(A) | 23 | 665647 | 34.06 | 89 | 1701032 | 127.31 | 21 | 434217 | 42.44 | 79 | 1293427 | 131.03 |
| 1 | Referral (B) | | | | | | | | | | | | |
| | Grand Total (A+B) | 23 | 665647 | 34.06 | 89 | 1701032 | 127.31 | 21 | 434217 | 42.44 | 79 | 1293427 | 131.03 |

Note:

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