

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 31.03.14		Year Ended 31.03.14		For the quarter 31.03.13		Year Ended 31.03.13	
		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	4277	20.05	20147	66.90	6808	15.84	30635	92.72
2	Corporate Agents-Banks	24	0.03	88	0.10	9	0.02	114	0.13
3	Corporate Agents -Others	14499	29.52	48413	88.66	39029	45.04	80125	123.61
4	Brokers	-15	-0.19	1031	1.97	1374	3.89	6344	14.01
5	Micro Agents					-	-	-	-
6	Direct Business	20678	38.33	67163	104.90	13122	17.75	35997	59.15
	Total (A)	39463	87.74	136842	262.53	60342	82.54	153215	289.63
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	39463	87.74	136842	262.53	60342	82.54	153215	289.63

Note:

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