

**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 30.06.14		Up to the Period 30.06.14		For the quarter 30.06.13		Up to the Period 30.06.13	
		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	2538	12.88	2538	12.88	6918	19.44	6918	19.44
2	Corporate Agents-Banks	6	0.01	6	0.01	5	0.01	5	0.01
3	Corporate Agents -Others	8964	19.54	8964	19.54	11120	19.45	11120	19.45
4	Brokers	-19	-0.42	-19	-0.42	862	2.18	862	2.18
5	Micro Agents		-		-	-	-	-	-
6	Direct Business	12276	20.79	12276	20.79	14563	22.32	14563	22.32
	<b>Total (A)</b>	<b>23765</b>	<b>52.80</b>	<b>23765</b>	<b>52.80</b>	<b>33468</b>	<b>63.40</b>	<b>33468</b>	<b>63.40</b>
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>23765</b>	<b>52.80</b>	<b>23765</b>	<b>52.80</b>	<b>33468</b>	<b>63.40</b>	<b>33468</b>	<b>63.40</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