

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

Sl.No.	Business Acquisition through different channels (Group)												
	Channels	For the quarter 30.09.14			Up to The Period 30.09.14			For the quarter 30.09.13			Up to The Period 30.09.13		
		No. of Policies/	No. of Lives Covered	Premium (Rs crore)	No. of Policies/	No. of Lives Covered	Premium (Rs crore)	No. of Policies/	No. of Lives Covered	Premium (Rs crore)	No. of Policies/	No. of Lives Covered	Premium (Rs crore)
1	Individual agents	-	42	0.00	1	147	0.01	1	149.00	0.01	1	149.00	0.01
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	3	92972	22.85	3	159243	37.01	12	253239	30.54	21	500033	59.43
4	Brokers	2	5238	0.16	3	5605	0.19	1	895	0.07	1	985	0.07
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	7	361367	10.91	15	577844	19.68	6	60121	1.00	14	183822	3.20
	Total(A)	12	459619	33.92	22	742839	56.89	20	314404	31.62	37	684989	62.70
1	Referral (B)												
	Grand Total (A+B)	12	459619	33.92	22	742839	56.89	20	314404	31.62	37	684989	62.70

Note:

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