

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

Sl.No.	Business Acquisition through different channels (Group)												
	Channels	For the quarter 31.12.14			Up to The Period 31.12.14			For the quarter 31.12.13			Up to The Period 31.12.13		
		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	-	-	-	1	147	0.01				1	149.00	0.01
2	Corporate Agents-Banks	-	-	-	-	-	-				-	-	-
3	Corporate Agents -Others	-	109492	26.31	3	268735	63.32	14	224320	14.50	35	724353	73.93
4	Brokers	4	44505	1.22	7	50110	1.40	1	329	0.04	2	1314	0.11
5	Micro Agents	-	-	-	-	-	-						
6	Direct Business	6	625477	14.04	21	1203321	33.72	14	125747	16.01	28	309569	19.20
	Total(A)	10	779474	41.57	32	1522313	98.45	29	350396	30.55	66	1035385	93.25
1	Referral (B)												
	Grand Total (A+B)	10	779474	41.57	32	1522313	98.45	29	350396	30.55	66	1035385	93.25

Note:

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