

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 31.12.14		Upto the period 31.12.14		For the quarter 31.12.13		Upto the period 31.12.13	
		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	5037	14.19	12981	45.80	4738	14.64	15870	46.84
2	Corporate Agents-Banks	3	0.00	15	0.02	46	0.04	64	0.07
3	Corporate Agents -Others	19172	29.49	41443	76.45	12732	21.95	33914	59.14
4	Brokers	-14	-0.28	-55	-0.86	18	-0.14	1046	2.16
5	Micro Agents	-	-						
6	Direct Business	27534	40.98	61234	95.28	17960	24.65	46485	66.57
	Total (A)	51732	84.38	115618	216.70	35494	61.14	97379	174.79
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	51732	84.38	115618	216.70	35494	61.14	97379	174.79

Note:

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