

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

Sl.No.	Business Acquisition through different channels (Group)												
	Channels	For the quarter 31.03.15			Up to The Period 31.03.15			For the quarter 31.03.14			Up to The Period 31.03.14		
		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	-	55	0.01	1	202	0.01	4	5,303	0.48	5	5452	0.48
2	Corporate Agents-Banks			-			-				-	-	-
3	Corporate Agents -Others	-	157847	40.42	3	426582	103.74	10	156011	22.20	45	880364	96.14
4	Brokers	13	62982	1.66	20	113092	3.07				2	1314	0.11
5	Micro Agents												
6	Direct Business	21	1181328	24.14	42	2384649	57.86	9	504333	11.37	37	813902	30.58
	Total(A)	34	1402212	66.22	66	2924525	164.68	23	665647	34.06	89	1701032	127.31
1	Referral (B)												
	Grand Total (A+B)	34	1402212	66.22	66	2924525	164.68	23	665647	34.06	89	1701032	127.31

Note:

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