

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

Sl.No.	Business Acquisition through different channels (Group)												
	Channels	For the quarter 30.09.15			Upto the Period 30.09.15			For the quarter 30.09.14			Upto the Period 30.09.2014		
		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	-	16	0.00	-	16.00	0.00		42	0.00	1	147	0.01
2	Corporate Agents-Banks	-	-	-	-	-	-						
3	Corporate Agents -Others	3	133018	31.59	5	229801	55.39	3	92972	22.85	3	159243	37.01
4	Brokers	15	141087	5.76	30	213878	8.32	2	5238	0.16	3	5605	0.19
5	Micro Agents												
6	Direct Business	21	1045422	20.97	36	1759157	36.54	7	361367	10.91	15	577844	19.68
	Total(A)	39	1319543	58.31	71	2202852	100.24	12	459619	33.92	22	742839	56.89
1	Referral (B)												
	Grand Total (A+B)	39	1319543	58.31	71	2202852	100.24	12	459619	33.92	22	742839	56.89

Note:

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