

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

Sl.No.	Channels	Business Acquisition through different channels (Group)											
		For the quarter 31.12.15			Upto the Period 31.12.15			For the quarter 31.12.14			Upto the Period 31.12.14		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (Rs crore)	No. of Policies/ No. of	No. of Lives Covered	Premium (Rs crore)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (Rs crore)	No. of Policies/ No. of	No. of Lives Covered	Premium (Rs crore)
1	Individual agents	-	21	0.00	-	37	0.00				1	147	0.01
2	Corporate Agents-Banks	-	-	-	-	-	-						
3	Corporate Agents -Others	6	141281	36.21	11	371082	91.60		109492	26.31	3	268735	63.32
4	Brokers	12	165277	6.89	42	379155	15.21	4	44505	1.22	7	50110	1.40
5	Micro Agents	-	-	-	-	-	-						
6	Direct Business	24	1333394	31.90	60	3092551	68.44	6	625477	14.04	21	1203321	33.72
	Total(A)	42	1639973	75.01	113	3842825	175.25	10	779474	41.57	32	1522313	98.45
1	Referral (B)												
	Grand Total (A+B)	42	1639973	75.01	113	3842825	175.25	10	779474	41.57	32	1522313	98.45

Note:

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