

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 ended 31.03.2021		For the period ended 31.03.2021		For the quarter ended 31.03.2020		For the period ended 31.03.2020	
		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	1817	13.80	5167	34.30	1505	9.90	5688	33.80
2	Corporate Agents-Banks	771	2.11	1765	4.44	403	1.18	1019	2.86
3	Corporate Agents -Others	67054	77.28	162787	250.05	54411	74.76	166000	238.49
4	Brokers	7820	14.63	26149	46.18	4908	8.70	10013	22.28
5	Micro Agents	-	-			-	-	-	-
6	Direct Business	38076	103.47	99029	227.30	25114	49.71	88945	188.42
7	Others-Web Aggregators	-2	-0.01	74	0.41	0	-	0	-
	Total (A)	115536	211.29	294971	562.69	86341	144.26	271665	485.85
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	115536	211.29	294971	562.69	86341	144.26	271665	485.85

Note:

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