

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

Date: 31 March, 2013

(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31st Mar 2013			For the Quarter Ended 31st Mar 2012			For the Year Ended 31st Mar 2013			For the Year Ended 31st Mar 2012		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium
1	Individual agents												
2	Corporate Agents-Banks												
3	Corporate Agents -Others												
4	Brokers	1	2	0.00				1	2	0.00			
5	Micro Agents												
6	Direct Business	11	31,294	11.89	1	29,533	7.47	14	39,919	33.39	2	36,520	27.35
	Total(A)	12	31,296	11.89	1	29,533	7.47	15	39,921	33.39	2	36,520	27.35
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	12	31,296	11.89	1	29,533	7.47	15	39,921	33.39	2	36,520	27.35

Note:

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