

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

Name of the Insurer : SBI LIFE INSURANCE COMPANY LIMITED

Date: 31st December, 2020

Business Acquisition through different channels (Group)

(Premium Figures Rs in Crores)

S.No.	Channels	Quarter ended Dec-20			Quarter ended Dec-19			Upto the period ended Dec-20			Upto the period ended Dec-19		
		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	7	1,31,728	38	11	4,615	5	14	2,79,299	65	28	9,749	55
2	Corporate Agents-Banks	52	2,83,718	756	20	1,58,200	724	70	8,31,022	2,401	216	4,28,110	1,844
3	Corporate Agents -Others	-	2,437	1	2	1,591	1	5	7,244	2	4	9,575	7
4	Brokers	15	83,628	12	47	1,56,695	10	104	2,85,750	43	150	5,26,416	29
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	77	25,23,577	710	72	17,66,915	685	198	55,85,435	3,797	188	33,79,049	2,457
	Total(A)	151	30,25,088	1,517	152	20,88,016	1,424	391	69,88,750	6,309	586	43,52,899	4,393
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	151	30,25,088	1,517	152	20,88,016	1,424	391	69,88,750	6,309	586	43,52,899	4,393

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. Previous year premium figures have been regrouped.