

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

Name of the Insurer : SBI LIFE INSURANCE CO. LTD.

Date: 30th June, 2014

Business Acquisition through different channels (Group)

(₹ in Crores)

S.No.	Channels	Quarter ended Jun-14			Quarter ended Jun-13			Upto the period ended Jun-14			Upto the period ended Jun-13		
		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	5	13,922	27	2	1,027	17	5	13,922	27	2	1,027	17
2	Corporate Agents-Banks	28	84,303	125	10	200,493	294	28	84,303	125	10	200,493	294
3	Corporate Agents -Others	3	3,022	1	1	4,487	2	3	3,022	1	1	4,487	2
4	Brokers	-	579	2	2	359	2	-	579	2	2	359	2
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	21	57,314	164	13	53,453	61	21	57,314	164	13	53,453	61
	Total (A)	57	159,140	319	28	259,819	376	57	159,140	319	28	259,819	376
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	57	159,140	319	28	259,819	376	57	159,140	319	28	259,819	376

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.