

FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)Name of the Insurer : **SBI LIFE INSURANCE CO. LTD.**Date: **30th June, 2014****Business Acquisition through different channels (Individuals)****(₹ 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 | Premium | No. of Policies | Premium | No. of Policies | Premium | No. of Policies | Premium |
| 1 | Individual agents | 3,311 | 246 | 68,490 | 194 | 3,311 | 246 | 68,490 | 194 |
| 2 | Corporate Agents-Banks | 1,816 | 155 | 42,308 | 135 | 1,816 | 155 | 42,308 | 135 |
| 3 | Corporate Agents -Others | 456 | 10 | 1,570 | 4 | 456 | 10 | 1,570 | 4 |
| 4 | Brokers | 58,420 | 0 | 992 | 4 | 58,420 | 0 | 992 | 4 |
| 5 | Micro Agents | - | - | - | - | - | - | - | - |
| 6 | Direct Business | 69,979 | 10 | 1,509 | 8 | 69,979 | 10 | 1,509 | 8 |
| Total (A) | | 133,982 | 420 | 114,869 | 346 | 133,982 | 420 | 114,869 | 346 |
| 1 | Referral (B) | - | - | - | - | - | - | - | - |
| Grand Total (A+B) | | 133,982 | 420 | 114,869 | 346 | 133,982 | 420 | 114,869 | 346 |

Note:

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