

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

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

Date: **30th September, 2014**

Business Acquisition through different channels (Group)

(Premium figures in crores)

S.No.	Channels	Quarter ended Sep-14			Quarter ended Sep-13			Upto the period ended Sep-14			Upto the period ended Sep-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	3	1,253	16	3	33,599	8	8	15,175	43	5	34,626	25
2	Corporate Agents-Banks	43	1,57,541	144	29	1,44,554	104	71	2,41,844	269	39	3,45,047	398
3	Corporate Agents -Others	1	597	1	-	266	0	4	3,619	2	1	4,753	2
4	Brokers	1	341	2	2	1,479	4	1	920	4	4	1,838	7
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	20	50,669	123	15	63,870	101	41	1,07,983	287	28	1,17,323	163
	Total(A)	68	2,10,401	287	49	2,43,768	218	125	3,69,541	606	77	5,03,587	594
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	68	2,10,401	287	49	2,43,768	218	125	3,69,541	606	77	5,03,587	594

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.