

FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)Name of the Insurer : **SBI LIFE INSURANCE CO. LTD.**Date: **30th September, 2014****Business Acquisition through different channels (Individuals)***(Rs 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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	1,06,611	369	1,69,182	414	1,76,496	615	2,37,672	608
2	Corporate Agents-Banks	1,38,018	311	1,00,289	357	1,96,532	466	1,42,597	493
3	Corporate Agents -Others	2,085	15	2,491	8	3,772	25	4,061	12
4	Brokers	219	1	902	4	348	1	1,894	8
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	3,837	10	1,589	10	7,604	20	3,098	19
	Total (A)	2,50,770	706	2,74,453	793	3,84,752	1,126	3,89,322	1,139
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	2,50,770	706	2,74,453	793	3,84,752	1,126	3,89,322	1,139

Note:

1. Premium means amount of premium received from business acquired by the source

2. No of Policies stand for no. of policies sold