

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

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

Date: 31st December, 2014

Business Acquisition through different channels (Group)

(Premium figures in crores)

S.No.	Channels	Quarter ended Dec-14			Quarter ended Dec-13			Upto the period ended Dec-14			Upto the period ended Dec-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	11	10,066	37	6	6,186	12	19	25,241	80	11	40,812	37
2	Corporate Agents-Banks	23	88,487	138	24	89,644	88	94	330,331	408	63	434,691	487
3	Corporate Agents -Others	3	3,436	1	-	(35)	42	7	7,055	2	1	4,718	44
4	Brokers	3	153	2	7	3,257	1	4	1,073	6	11	5,095	7
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	37	74,959	273	20	37,267	170	78	182,942	560	48	154,590	333
	Total(A)	77	177,101	451	57	136,319	314	202	546,642	1,057	134	639,906	908
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	77	177,101	451	57	136,319	314	202	546,642	1,057	134	639,906	908

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.