

FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)Name of the Insurer : **SBI LIFE INSURANCE CO. LTD.**Date: **31st December, 2014****Business Acquisition through different channels (Individuals)***(Rs 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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	120,085	465	147,195	431	296,581	1,080	384,867	1,038
2	Corporate Agents-Banks	212,940	696	140,104	538	409,472	1,161	282,701	1,031
3	Corporate Agents -Others	2,742	8	2,639	9	6,514	33	6,700	21
4	Brokers	528	1	336	2	876	2	2,230	10
5	Micro Agents	3	0	-	-	3	0	-	-
6	Direct Business	7,355	11	2,600	10	14,959	31	5,698	28
	Total (A)	343,653	1,182	292,874	989	728,405	2,307	682,196	2,129
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	343,653	1,182	292,874	989	728,405	2,307	682,196	2,129

Note:

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

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