

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

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

Date: 31 December, 2013

Business Acquisition through different channels (Group)

(Premium figures in crores)

| S.No. | Channels | Quarter ended Dec-13 | | | Quarter ended Dec-12 | | | Upto the period ended Dec-13 | | | Upto the period ended Dec-12 | | |
|-------|--------------------------|------------------------------------|-------------------------|------------|------------------------------------|-------------------------|------------|------------------------------------|-------------------------|------------|------------------------------------|-------------------------|--------------|
| | | 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 | 6 | 6,186 | 12 | 3 | 6,100 | 37 | 11 | 40,812 | 37 | 21 | 44,101 | 322 |
| 2 | Corporate Agents-Banks | 24 | 89,644 | 88 | 33 | 245,411 | 175 | 63 | 434,691 | 487 | 68 | 543,432 | 529 |
| 3 | Corporate Agents -Others | - | (35) | 42 | - | 12 | 2 | 1 | 4,718 | 44 | 5 | 1,674 | 4 |
| 4 | Brokers | 7 | 3,257 | 1 | 10 | 5,031 | 1 | 11 | 5,095 | 7 | 16 | 6,142 | 2 |
| 5 | Micro Agents | - | - | - | - | - | - | - | - | - | - | - | - |
| 6 | Direct Business | 20 | 37,267 | 170 | 13 | 37,931 | 389 | 48 | 154,590 | 333 | 45 | 159,641 | 825 |
| | Total (A) | 57 | 136,319 | 314 | 59 | 294,485 | 604 | 134 | 639,906 | 908 | 155 | 754,990 | 1,682 |
| 1 | Referral (B) | - | - | - | - | - | - | - | - | - | - | - | - |
| | Grand Total (A+B) | 57 | 136,319 | 314 | 59 | 294,485 | 604 | 134 | 639,906 | 908 | 155 | 754,990 | 1,682 |

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.