

FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)Name of the Insurer : **SBI LIFE INSURANCE CO. LTD.**

Date: 31 December, 2013

Business Acquisition through different channels (Individuals)*(Rs 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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	147,195	431	130,686	412	384,867	1,038	329,825	872
2	Corporate Agents-Banks	140,104	538	116,438	449	282,701	1,031	229,444	759
3	Corporate Agents -Others	2,639	9	1,665	3	6,700	21	4,583	11
4	Brokers	336	2	2,920	12	2,230	10	8,405	33
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	2,600	10	584	7	5,698	28	1,614	20
	Total (A)	292,874	989	252,293	883	682,196	2,129	573,871	1,694
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	292,874	989	252,293	883	682,196	2,129	573,871	1,694

Note:

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1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold