

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

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

Date: 30/09/2012

Business Acquisition through different channels (Group)*(Premium figures in crores)*

S.No.	Channels	Quarter ended Sep-12			Quarter ended Sep-11			Upto the period ended Sep-12			Upto the period ended Sep-11		
		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	13	24,815	80	8	9,376	54	18	38,001	285	13	10,379	62
2	Corporate Agents-Banks	20	152,203	190	54	294,498	500	35	298,021	354	97	388,345	698
3	Corporate Agents -Others	-	12	2	2	200	9	5	1,662	2	2	394	11
4	Brokers	5	984	0	9	4,899	1	6	1,111	1	11	5,149	2
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	22	89,581	233	18	18,375	139	32	121,710	436	29	94,793	349
	Total(A)	60	267,595	505	91	327,348	703	96	460,505	1,078	152	499,060	1,121
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	60	267,595	505	91	327,348	703	96	460,505	1,078	152	499,060	1,121

Note:

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