

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

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

Date: 31st December, 2012

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

S.No.	Channels	Quarter ended Dec-12			Quarter ended Dec-11			Upto the period ended Dec-12			Upto the period ended Dec-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	3	6,100	37	11	626	30	21	44,101	322	24	11,005	92
2	Corporate Agents-Banks	33	245,411	175	48	273,829	168	68	543,432	529	145	662,174	865
3	Corporate Agents -Others	-	12	2	-	-	1	5	1,674	4	2	394	11
4	Brokers	10	5,031	1	4	-	0	16	6,142	2	15	5,149	2
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	13	37,931	389	11	9,057	357	45	159,641	825	40	103,850	705
	Total(A)	59	294,485	604	74	283,512	555	155	754,990	1,682	226	782,572	1,676
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	59	294,485	604	74	283,512	555	155	754,990	1,682	226	782,572	1,676

Note:

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

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