

**FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)**

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

Date: 31st December, 2012

**Business Acquisition through different channels (Individuals)***(Rs 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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	130,686	412	119,266	369	329,825	872	335,573	1,028
2	Corporate Agents-Banks	116,438	449	83,122	365	229,444	759	194,426	965
3	Corporate Agents -Others	1,665	3	3,768	10	4,583	11	15,128	35
4	Brokers	2,920	12	3,979	13	8,405	33	19,175	66
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	584	7	65	0	1,614	20	248	0
	<b>Total (A)</b>	<b>252,293</b>	<b>883</b>	<b>210,200</b>	<b>757</b>	<b>573,871</b>	<b>1,694</b>	<b>564,550</b>	<b>2,094</b>
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>252,293</b>	<b>883</b>	<b>210,200</b>	<b>757</b>	<b>573,871</b>	<b>1,694</b>	<b>564,550</b>	<b>2,094</b>

**Note:**

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