

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

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

Date: 31st March, 2013

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

S.No.	Channels	Quarter ended Mar-13			Quarter ended Mar-12			Upto the period ended Mar-13			Upto the period ended Mar-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	5	1,703	24	30	10,662	50	26	45,804	346	54	21,667	142
2	Corporate Agents-Banks	36	209,530	326	85	246,488	996	104	752,962	855	230	908,662	1,862
3	Corporate Agents -Others	1	3,335	2	-	-	2	6	5,009	6	2	394	14
4	Brokers	7	2,154	3	8	3,579	4	23	8,296	5	23	8,728	5
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	13	81,455	344	29	162,382	460	58	241,096	1,169	69	266,232	1,166
	Total(A)	62	298,177	700	152	423,111	1,512	217	1,053,167	2,382	378	1,205,683	3,188
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	62	298,177	700	152	423,111	1,512	217	1,053,167	2,382	378	1,205,683	3,188

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.