

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

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

Date: 31st December, 2011

Business Acquisition through different channels (Group)

(Premium figures in crores)

S.No.	Channels	Quarter ended Dec-11			Quarter ended Dec-10			Upto the period ended Dec-11			Upto the period ended Dec-10		
		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	11	626	30	2	17,161	17	24	11,005	92	2	17,161	17
2	Corporate Agents-Banks	48	273,829	168	24	247,036	129	145	662,174	865	36	530,511	357
3	Corporate Agents -Others	-	-	1	-	-	-	2	394	11	1	343	6
4	Brokers	4	-	0	1	104	0	15	5,149	2	1	104	0
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	11	9,057	357	8	23,345	328	40	103,850	705	92	247,383	1,301
	Total (A)	74	283,512	555	35	287,646	474	226	782,572	1,676	132	795,502	1,681
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	74	283,512	555	35	287,646	474	226	782,572	1,676	132	795,502	1,681

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.