

FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)Name of the Insurer : **SBI LIFE INSURANCE CO. LTD.**

Date: 31st March, 2012

Business Acquisition through different channels (Individuals)*(Rs in Crores)*

S.No.	Channels	Quarter ended Mar-12		Quarter ended Mar-11		Upto the period ended Mar-12		Upto the period ended Mar-11	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	193,491	702	201,884	906	529,064	1,730	558,682	2,585
2	Corporate Agents-Banks	117,903	519	109,619	820	312,329	1,485	330,829	2,061
3	Corporate Agents -Others	2,972	11	7,198	11	18,100	46	23,095	59
4	Brokers	2,489	15	10,154	36	21,664	81	27,372	102
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	145	1	-	-	393	2	-	-
	Total (A)	317,000	1,249	328,854	1,773	881,550	3,343	939,978	4,807
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	317,000	1,249	328,854	1,773	881,550	3,343	939,978	4,807

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 figures have been regrouped