

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

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

Date: 31st March, 2012

**Business Acquisition through different channels (Group)**

*(Premium figures 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/<br>No. of Schemes | No. of Lives<br>Covered | Premium      | No. of Policies/<br>No. of Schemes | No. of Lives<br>Covered | Premium      | No. of Policies/<br>No. of Schemes | No. of Lives<br>Covered | Premium      | No. of Policies/<br>No. of Schemes | No. of Lives<br>Covered | Premium      |
| 1     | Individual agents        | 30                                 | 10,662                  | 50           | -                                  | -                       | -            | 54                                 | 21,667                  | 142          | 2                                  | 17,161                  | 17           |
| 2     | Corporate Agents-Banks   | 85                                 | 246,488                 | 996          | 17                                 | 412,060                 | 162          | 230                                | 908,662                 | 1,862        | 53                                 | 942,571                 | 496          |
| 3     | Corporate Agents -Others | -                                  | -                       | 2            | 1                                  | 7,596                   | 3            | 2                                  | 394                     | 14           | 2                                  | 7,939                   | 9            |
| 4     | Brokers                  | 8                                  | 3,579                   | 4            | -                                  | -                       | -            | 23                                 | 8,728                   | 5            | 1                                  | 104                     | 0            |
| 5     | Micro Agents             | -                                  | -                       | -            | -                                  | -                       | -            | -                                  | -                       | -            | -                                  | -                       | -            |
| 6     | Direct Business          | 29                                 | 162,382                 | 460          | 94                                 | 290,170                 | 937          | 69                                 | 266,232                 | 1,166        | 186                                | 537,553                 | 2,261        |
|       | <b>Total (A)</b>         | <b>152</b>                         | <b>423,111</b>          | <b>1,512</b> | <b>112</b>                         | <b>709,826</b>          | <b>1,102</b> | <b>378</b>                         | <b>1,205,683</b>        | <b>3,188</b> | <b>244</b>                         | <b>1,505,328</b>        | <b>2,783</b> |
| 1     | Referral (B)             | -                                  | -                       | -            | -                                  | -                       | -            | -                                  | -                       | -            | -                                  | -                       | -            |
|       | <b>Grand Total (A+B)</b> | <b>152</b>                         | <b>423,111</b>          | <b>1,512</b> | <b>112</b>                         | <b>709,826</b>          | <b>1,102</b> | <b>378</b>                         | <b>1,205,683</b>        | <b>3,188</b> | <b>244</b>                         | <b>1,505,328</b>        | <b>2,783</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
3. Previous year premium figures have been regrouped.