

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

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

Date:

Business Acquisition through different channels (Group)

(Premium figures in crores)

S.No.	Channels	Quarter ended Dec-10			Quarter ended Dec-09			Upto the period ended Dec-10			Upto the period ended Dec-09		
		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	2	17,161	17	-	-	-	2	17,161	17	-	-	-
2	Corporate Agents-Banks	24	247,036	129	8	264,188	112	36	530,511	357	22	656,996	304
3	Corporate Agents -Others	-	-	-	2	97,137	2	1	343	6	22	223,295	12
4	Brokers	1	104	0	-	-	-	1	104	0	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	8	23,345	328	20	95,173	391	92	247,383	1,301	50	192,739	1,216
	Total(A)	35	287,646	474	30	456,498	505	132	795,502	1,681	94	1,073,030	1,532
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	35	287,646	474	30	456,498	505	132	795,502	1,681	94	1,073,030	1,532

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.