

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

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

Date: 31st March, 2011

Business Acquisition through different channels (Group)

(Premium figures in crores)

S.No.	Channels	Quarter ended Mar-11			Quarter ended Mar-10			Upto the period ended Mar-11			Upto the period ended Mar-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	-	-	-	-	-	-	2	17,161	17	-	-	-
2	Corporate Agents-Banks	17	412,060	162	15	350,847	165	53	942,571	496	37	1,007,843	469
3	Corporate Agents -Others	1	7,596	3	2	95,055	6	2	7,939	9	24	318,350	18
4	Brokers	-	-	-	-	-	-	1	104	0	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	94	290,170	937	81	94,316	891	186	537,553	2,261	131	287,055	2,120
	Total(A)	112	709,826	1,102	98	540,218	1,062	244	1,505,328	2,783	192	1,613,248	2,607
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	112	709,826	1,102	98	540,218	1,062	244	1,505,328	2,783	192	1,613,248	2,607

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.