

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

Date: 31st March, 2010

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

S.No.	Channels	2009-10		2008-09	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	847,032	2,457	599,129	2,155
2	Corporate Agents-Banks	455,356	1,869	314,004	1,154
3	Corporate Agents -Others	31,352	112	17,039	30
4	Brokers	18,797	57	6,422	18
5	Micro Agents	-	-	-	-
6	Direct Business	681	0	899	2
Total (A)		1,353,218	4,495	937,493	3,359
1	Referral (B)	13	0	96	0
Grand Total (A+B)		1,353,231	4,495	937,589	3,359

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold