

FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP) 31.03.2012

Business Acquisition through different channels (Group) ***													
Sl.No.	Channels	Current Quarter (01.01.2012 to 31.03.2012)			Same Quarter Previous year			Up to the period			Same period of the previous year		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (IN CRS)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (IN CRS)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (IN CRS)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (IN CRS)
1	Individual agents	2245	4007288	1095.31	3185	2133283	1826.56	6730	8380881	1712.10	4726	3228396	2342.28
2	Corporate Agents-Banks	324	105960	6.76	393	28970	41.83	589	158964	139.56	1671	2520154	300.81
3	Corporate Agents -Others	397	24555	1.71	123	61608	23.46	543	89626	9.01	235	80986	60.37
4	Brokers	16	17583	8.92	34	5001	1.80	196	100656	25.68	101	21671	2.71
5	Micro Agents	0	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00
6	Direct Business	5043	9630279	11061.68	5328	5620421	8477.37	17956	29125975	37167.03	18776	29808992	31526.40
	Total(A)	8025	13785665	12174.38	9063	7849283	10371.02	26014	37856102	39053.38	25509	35660199	34232.58
1	Referral (B)	0	0	0.00	0	0	0	0	0	0.00	0	0	0.00
	Grand Total (A+B)	8025	13785665	12174.38	9063	7849283	10371.02	26014	37856102	39053.38	25509	35660199	34232.58

Note:

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

*** Above data pertaining to NEW BUSINESS only.

Chief (P&GS)