

## FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP) 31.03.2014

Business Acquisition through different channels (Group) ***												
Sl.No.	Channels	Current Quarter (01.01.2014 to 31.03.2014)			Same Quarter Previous year			Up to the period			Same period of the previous	
		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
1	Individual agents	2000	4288332	389.63	1804	3599555	473.98	6299	11191073	915.04	7126	11395944
2	Corporate Agents-Banks	27	6011	1.28	26	14101	1.93	224	50682	25.05	332	58658
3	Corporate Agents -Others	0	0	0.00	55	3368	1.52	5	892	0.18	294	825159
4	Brokers	28	941149	16.68	7	884	1.35	35	941702	17.77	27	8316
5	Micro Agents	0	0	0.00	0	0	0	0	0	0.00	0	0
6	Direct Business	8814	10770969	14817.14	6319	13045074	11814.2284	24788	34910378	47908.92	18412	31396893
	Total(A)	10869	16006461	15224.73	8211	16662982	12293.01	31351	47094727	48866.97	26191	43684970
1	Referral (B)	0	0	0.00	0	0	0	0	0	0.00	0	0
	Grand Total (A+B)	10869	16006461	15224.73	8211	16662982	12293.01	31351	47094727	48866.97	26191	43684970

## Note:

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

us year
Premium (IN CRS)
1076.99
5.61
4.59
5.88
0
33460.76
34553.83
0.00
34553.83