

FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP) 31.03.2011 (Audited & Final)

Sl.No.	Business Acquisition through different channels (Group) ***												
	Channels	Current Quarter (01.01.2011 to 31.03.2011)			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	3185	2133283	1826.56	389	6748922	655.53	4726	3228396	2342.28	3444	8889099	1566.21
2	Corporate Agents-Banks	393	28970	41.83	98	9297	3.34	1671	2520154	300.81	355	59534	11.78
3	Corporate Agents -Others	123	61608	23.46	258	291599	46.20	235	80986	60.37	1343	1539130	65.33
4	Brokers	34	5001	1.80	78	657269	189.52	101	21671	2.71	173	824132	220.60
5	Micro Agents	0	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00
6	Direct Business	5328	5620421	8477.37	7405	5747143	5927.56	18776	29808992	31526.40	18448	27421594	19196.72
	Total(A)	9063	7849283	10371.02	8228	13454230	6822.15	25509	35660199	34232.58	23763	38733489	21060.64
1	Referral (B)	0	0	0.00	0	0	0.00	0	0	0.00	0	0	0.00
	Grand Total (A+B)	9063	7849283	10371.02	8228	13454230	6822.15	25509	35660199	34232.58	23763	38733489	21060.64

- 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(SBU-P&GS)