

PERIODIC DISCLOSURES

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

Date: 31.03.2011

Sr. No	Channels	Quarter ended 31st March, 2011			Quarter ended 31st March, 2010			Year ended 31st March, 2011			Year ended 31st March, 2010		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (₹ in Lakhs)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (₹ in Lakhs)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (₹ in Lakhs)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (₹ in Lakhs)
1	Individual agents	6	1,720	280	3	525	153	14	9,910	626	8	2,385	407
2	Corporate Agents-Banks	-	1,054	55	-	256	35	2	2,434	142	-	256	35
3	Corporate Agents -Others	-	16,437	627	1	12	5	1	22,470	952	1	12	5
4	Brokers	-	-	83	4	77	171	12	19,116	1,016	15	706	544
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	17	285,166	8,937	17	38,691	7,567	60	627,779	18,768	61	161,584	17,670
	Total(A)	23	304,377	9,981	25	39,561	7,930	89	681,709	21,504	85	164,943	18,661
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	23	304,377	9,981	25	39,561	7,930	89	681,709	21,504	85	164,943	18,661