

PERIODIC DISCLOSURES

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

Insurer: **TATA AIG Life Insurance Co.Ltd**

Date: **31.12.2010**

Sr. No	Channels	Quarter ended 31st December, 2010			Quarter ended 31st December, 2009			Upto the period 31st December, 2010			Upto the period 31st December, 2009		
		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	-	142	18.25	2	1,262	107.87	8	8,190	347	5	1,857	254
2	Corporate Agents-Banks	-	1,084	49.90	-	234	27.06	2	1,380	87	-	486	48
3	Corporate Agents -Others	1	5,931	272.51	-	-	-	1	6,033	325	-	-	-
4	Brokers	2	588	215.66	3	59	139.24	12	19,116	933	10	609	375
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	12	199,021	1,583.05	18	23,617	2,991.63	43	342,613	9,832	44	123,277	10,054
	Total(A)	15	206,766	2,139.37	23.00	25,172	3,265.80	66	377,332	11,522.73	59	126,229	10,730.24
1	Referral (B)												
	Grand Total (A+B)	15	206,766	2,139.37	23	25,172	3,265.80	66	377,332	11,522.73	59	126,229	10,730.24