

PERIODIC DISCLOSURES

FORM L-37 Business Acquisition through different channels (Group)

Insurer:

TATA AIA LIFE INSURANCE COMPANY LIMITED

(Formerly known as TATA AIG LIFE INSURANCE COMPANY LIMITED)

Date:

31.03.2012

Sl.No.	Business Acquisition through different channels (Group)												
		For the Quarter ended Mar 2012			For the Quarter ended Mar 2011			For the year ended Mar 2012			For the year ended Mar 2011		
	Channels	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	5	895	71	6	1,720	280	27	6,962	388	14	9,910	626
2	Corporate Agents-Banks	-	1,943	87	-	1,054	55	1	5,841	222	2	2,434	142
3	Corporate Agents -Others	-	31,273	997	-	16,437	627	-	82,135	2,697	1	22,470	952
4	Brokers	4	937	88	-	-	83	25	21,122	534	12	19,116	1,016
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	16	56,790	6,033	17	285,166	8,937	119	505,548	17,528	60	627,779	18,768
	Total(A)	25	91,838	7,276	23	304,377	9,981	172	621,608	21,370	89	681,709	21,504
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	25	91,838	7,276	23	304,377	9,981	172	621,608	21,370	89	681,709	21,504