

PERIODIC DISCLOSURES

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

Insurer: TATA AIA LIFE INSURANCE COMPANY LIMITED

Date: 31.03.2013

Sl.No.	Business Acquisition through different channels (Group)												
		For the Quarter ended Mar 2013			For the Quarter ended Mar 2012			For the Year ended Mar 2013			For the Year ended Mar 2012		
	Channels	No. of Policies/ No. of Schemes	No. of Lives	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	Premium (₹ in lakhs)	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium (₹ in lakhs)
1	Individual agents	5	3,333	262	5	895	71	16	7,629	351	27	6,962	388
2	Corporate Agents-Banks	-	1,025	99	-	1,943	87	-	4,800	284	1	5,841	222
3	Corporate Agents -Others	-	41,014	1,546	-	31,273	997	-	121,481	4,273	-	82,135	2,697
4	Brokers	-	153	24	4	937	88	9	17,972	277	25	21,122	534
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	18	53,059	3,986	16	56,790	6,033	100	260,783	17,444	119	505,548	17,528
	Total(A)	23	98,584	5,918	25	91,838	7,276	125	412,665	22,628	172	621,608	21,370
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	23	98,584	5,918	25	91,838	7,276	125	412,665	22,628	172	621,608	21,370