

# PERIODIC DISCLOSURES

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

Insurer: TATA AIA LIFE INSURANCE COMPANY LIMITED

Date: 30.09.2012

Sl.No.	Business Acquisition through different channels (Group)												
		For the Quarter ended Sep 2012			For the Quarter ended Sep 2011			Upto the Quarter ended Sep 2012			Upto the Quarter ended Sep 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	303	61	6	925	50	9	1,487	79	20	5,998	282
2	Corporate Agents-Banks	-	1,335	73	-	757	45	-	2,867	122	1	2,973	91
3	Corporate Agents -Others	-	25,308	919	-	17,745	613	-	49,482	1,618	-	30,092	1,032
4	Brokers	4	9,021	240	6	9,904	156	8	10,140	247	14	15,365	261
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	21	53,715	5,660	43	158,465	5,794	69	110,738	8,472	96	410,152	8,702
	Total(A)	30	89,682	6,953	55	187,796	6,658	86	174,714	10,538	131	464,580	10,368
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	30	89,682	6,953	55	187,796	6,658	86	174,714	10,538	131	464,580	10,368