

PERIODIC DISCLOSURES

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

Insurer: TATA AIA LIFE INSURANCE COMPANY LIMITED

Date: 31.12.2012

Sl.No.	Business Acquisition through different channels (Group)												
		For the Quarter ended Dec 2012			For the Quarter ended Dec 2011			Upto the Quarter ended Dec 2012			Upto the Quarter ended Dec 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	2	2,809	10	2	69	35	11	4,296	89	22	6,067	317
2	Corporate Agents-Banks	-	908	64	-	925	44	-	3,775	185	1	3,898	135
3	Corporate Agents -Others	-	30,985	1,108	-	20,770	669	-	80,467	2,726	-	50,862	1,701
4	Brokers	1	7,679	6	7	4,820	185	9	17,819	253	21	20,185	446
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	13	96,986	4,985	7	38,606	2,793	82	207,724	13,457	103	448,758	11,495
	Total(A)	16	139,367	6,172	16	65,190	3,726	102	314,081	16,711	147	529,770	14,094
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	16	139,367	6,172	16	65,190	3,726	102	314,081	16,711	147	529,770	14,094