

FORM L-37

Business Acquisition through different channels (Group)

PERIODIC DISCLOSURES

Insurer:

TATA AIA LIFE INSURANCE COMPANY LIMITED

Date:

31.12.2013

Sl.No.	Business Acquisition through different channels (Group)												
		For the Quarter ended Dec 2013			For the Quarter ended Dec 2012			Upto to the Quarter ended Dec 2013			Upto to the Quarter ended Dec 2012		
	Channels	No. of Policies/ No. of Schemes	No. of Lives	Premium (₹ in lakhs)	No. of Policies/ No. of Schemes	No. of Lives	Premium (₹ in lakhs)	No. of Policies/ No. of Schemes	No. of Lives	Premium (₹ in lakhs)	No. of Policies/ No. of Schemes	No. of Lives	Premium (₹ in lakhs)
1	Individual agents	1	2	12	2	2,809	10	9	2,251	120	11	4,296	89
2	Corporate Agents-Banks	1	119	30	-	908	64	2	2,708	144	-	3,775	185
3	Corporate Agents -Others	-	-	-	-	30,985	1,108	-	56,604	2,039	-	80,467	2,726
4	Brokers	8	4,185	81	1	7,679	6	13	11,534	190	9	17,819	253
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	51	85,526	3,922	13	96,986	4,985	113	149,250	11,800	82	207,724	13,457
	Total(A)	61	89,832	4,046	16	139,367	6,172	137	222,347	14,293	102	314,081	16,711
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	61	89,832	4,046	16	139,367	6,172	137	222,347	14,293	102	314,081	16,711