

## PERIODIC DISCLOSURES

**FORM L-38 Business Acquisition through different channels (Individual)**

**Insurer:** TATA AIA LIFE INSURANCE COMPANY LIMITED

**Date:** 31.03.2014

| Sl.No. | Business Acquisition through different channels (Individual) |                                |                      |                                |                      |                                 |                      |                                 |                      |
|--------|--|--------------------------------|----------------------|--------------------------------|----------------------|---------------------------------|----------------------|---------------------------------|----------------------|
|        | Channels   | For the Quarter ended March 14 |                      | For the Quarter ended March 13 |                      | Upto the Quarter ended March 14 |                      | Upto the Quarter ended March 13 |                      |
|        |  | No. of Policies                | Premium (₹ in lakhs) | No. of Policies                | Premium (₹ in lakhs) | No. of Policies                 | Premium (₹ in lakhs) | No. of Policies                 | Premium (₹ in lakhs) |
| 1      | Individual agents  | 15,852                         | 5,012                | 26,874                         | 7,730                | 72,640                          | 21,153               | 81,626                          | 22,079               |
| 2      | Corporate Agents-Banks                                       | 1,954                          | 423                  | 3,876                          | 869                  | 9,106                           | 2,078                | 14,108                          | 2,894                |
| 3      | Corporate Agents -Others                                     | -                              | 0                    | 203                            | 7                    | 82                              | (14)                 | 3,723                           | 888                  |
| 4      | Brokers  | 122                            | 172                  | 2,761                          | 1,010                | 3,941                           | 1,677                | 21,261                          | 5,577                |
| 5      | Micro Agents   | 13,848                         | 15                   | 17,976                         | 16                   | 27,421                          | 43                   | 27,848                          | 59                   |
| 6      | Direct Business  | 1,313                          | 537                  | 622                            | 654                  | 4,170                           | 1,976                | 2,117                           | 1,891                |
|        | Total (A)  | 33,089                         | 6,159                | 52,312                         | 10,286               | 117,360                         | 26,913               | 150,683                         | 33,388               |
| 1      | Referral (B)   | -                              | -                    |                                |                      | -                               | -                    | -                               | -                    |
|        | Grand Total (A+B)  | 33,089                         | 6,159                | 52,312                         | 10,286               | 117,360                         | 26,913               | 150,683                         | 33,388               |