

## PERIODIC DISCLOSURES

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

Insurer: Birla Sun Life Insurance Co. Ltd. (Reg No : 109)

Date: 31.03.10

*(Rs in Crores)*

Sl.No.	Business Acquisition through different channels (Group)						
	Channels	2009-2010			2008-2009		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium
1	Individual agents	20	21,068	28	18	20,076	21
2	Corporate Agents-Banks	3	1,138	1	2	4,894	3
3	Corporate Agents -Others	1	12,105	4	3	657	3
4	Brokers	42	51,890	12	30	9,710	10
5	Micro Agents				-	-	-
6	Direct Business	222	498,318	626	155	267,753	306
	<b>Total(A)</b>	<b>288</b>	<b>584,519</b>	<b>672</b>	<b>208</b>	<b>303,090</b>	<b>343</b>
1	Referral (B)	-	216	0	-	-	-
	<b>Grand Total (A+B)</b>	<b>288</b>	<b>584,735</b>	<b>672</b>	<b>208</b>	<b>303,090</b>	<b>343</b>

Note:

1. Premium means amount of first year premium received from business acquired by the source
2. No of Policies stand for no.of new policies sold