

PERIODIC DISCLOSURES

FORM L-38 Business Acquisition through different channels (Individuals)

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

Date: 31.03.10

(Rs in Crores)

Sl.No.	Business Acquisition through different channels (Individuals)				
	Channels	2009-10		2008-09	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	706,354	1,395	1,169,315	1,636
2	Corporate Agents-Banks	63,126	379	41,313	526
3	Corporate Agents -Others	797,886	249	73,414	120
4	Brokers	66,551	133	74,386	145
5	Micro Agents	-	-	-	-
6	Direct Business	106,458	119	72	0
	Total (A)	1,740,375	2,275	1,358,500	2,427
1	Referral (B)	30,346	13	24,969	54
	Grand Total (A+B)	1,770,721	2,288	1,383,469	2,481

Note:

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