

PERIODIC DISCLOSURES

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

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

Date: 30.06.10

(Rs in Crores)

Sl.No.	Business Acquisition through different channels (Group)						
	Channels	Jun-10			Jun-09		
		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	2	1,472	0	4	1,576	9
2	Corporate Agents-Banks	1	217	1	-	235	0
3	Corporate Agents -Others	1	418	0	-	27	2
4	Brokers	11	11,922	6	14	9,913	3
5	Micro Agents	-	-	-	-	-	-
6	Direct Business	49	176,627	68	37	83,081	46
	Total(A)	64	190,656	75	55	94,832	61
1	Referral (B)	-	38	0	-	90	0
	Grand Total (A+B)	64	190,694	75	55	94,922	61

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