

PERIODIC DISCLOSURES

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

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

Date: 30.06.10

(Rs in Crores)

Sl.No.	Business Acquisition through different channels (Individuals)				
	Channels	Jun-10		Jun-09	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	124,193	255	159,637	220
2	Corporate Agents-Banks	7,893	77	9,399	76
3	Corporate Agents -Others	210,473	28	132,136	43
4	Brokers	8,201	18	15,870	24
5	Micro Agents	-	-	-	-
6	Direct Business	12,033	21	12,709	17
	Total (A)	362,793	399	329,751	380
1	Referral (B)	167	0	4,551	4
	Grand Total (A+B)	362,960	399	334,302	384

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.