

# PERIODIC DISCLOSURES

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

Date:31.12.2020

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

(Rs in Crores)

Sl.No.	Business Acquisition through different channels (Group)												
		Quarter ended 31st Dec 2020			Quarter ended 31st Dec 2019			Year Ended 31st Dec 2020			Year Ended 31st Dec 2019		
	Channels	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	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	-	1,944	1.40	16	7,630	29.08	20	9,854	25.79	31	22,233	34.68
2	Corporate Agents-Banks	-	1,357	(5.20)	-	4,083	3.44	-	4,776	(15.97)	1	1,75,107	14.34
3	Corporate Agents -Others	-	1,78,512	32.93	20	3,27,035	49.09	1	3,51,050	75.21	20	7,71,491	82.89
4	Brokers	67	1,29,732	284.75	81	1,53,901	21.30	213	3,89,331	329.70	269	4,93,088	69.54
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	42	82,099	367.93	68	2,63,059	475.93	184	2,77,798	1,475.79	189	8,00,803	1,056.36
7	Common Service Centre	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	109	3,93,644	681.81	185	7,55,708	578.84	418	10,32,809	1,890.52	510	22,62,722	1,257.81
1	Referral (B)												
	Grand Total (A+B)	109	3,93,644	681.81	185	7,55,708	578.84	418	10,32,809	1,890.52	510	22,62,722	1,257.81

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