

PERIODIC DISCLOSURES

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

Date: 31.12.2020

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

(Rs. In Crores)

Sl.No.	Channels	Business Acquisition through different channels (Individuals)							
		Quarter ended December 31, 2020		Quarter ended December 31, 2019		Nine months ended December 31, 2020		Nine months ended December 31, 2019	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	29,212	211	35,273	206	81,727	527	103,161	552
2	Corporate Agents-Banks	33,393	308	30,882	284	91,211	748	73,439	635
3	Corporate Agents -Others	60	4	26	1	187	8	42	2
4	Brokers	13	0	98	6	36	6	686	25
5	Micro Agents	-	-	1,625	0	-	-	3,866	0
6	Direct Business	2,285	22	2,901	21	5,917	49	8,217	48
	Total (A)	64,963	545	70,805	517	179,078	1,337	189,411	1,262
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	64,963	545	70,805	517	179,078	1,337	189,411	1,262

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