

PERIODIC DISCLOSURES

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

Date:31.03.2021

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 Mar 2021			Quarter ended 31st Mar 2020			Year Ended 31st Mar 2021			Year Ended 31st Mar 2020		
	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	6	715	11.50	4	3,125	11.17	26	10,569	37.29	35	25,358	45.86
2	Corporate Agents-Banks	4	3,059	(3.60)	-	4,278	(0.78)	4	7,835	(19.57)	1	1,79,385	13.56
3	Corporate Agents -Others	1	4,32,179	66.74	2	3,57,912	41.74	2	7,83,229	141.95	22	11,29,403	124.63
4	Brokers	22	1,43,114	24.36	85	1,58,675	21.43	235	5,32,445	354.07	354	6,51,763	90.97
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	62	1,06,030	498.17	72	1,46,317	522.27	246	3,83,828	1,973.96	261	9,47,120	1,578.63
7	Common Service Centre	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	95	6,85,097	597.18	163	6,70,307	595.83	513	17,17,906	2,487.70	673	29,33,029	1,853.64
1	Referral (B)												
	Grand Total (A+B)	95	6,85,097	597.18	163	6,70,307	595.83	513	17,17,906	2,487.70	673	29,33,029	1,853.64

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