

PERIODIC DISCLOSURES

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

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

Date: 6/30/2021

(Rs in Crores)													
Sl.No.	Business Acquisition through different channels (Group)												
	Quarter ended 30th June 2021			Quarter ended 30th June 2020			Upto Quarter ended 30th June 2021			Upto Quarter ended 30th June 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	3	3,586	6.64	8	7,721	2.43	3	3,586	7	8	7,721	2
2	Corporate Agents-Banks	-	1,119	(4.46)	1	169,696	9.02	-	1,119	(4)	1	169,696	9
3	Corporate Agents -Others	-	97,168	26.62	-	109,099	8.55	-	97,168	27	-	109,099	9
4	Brokers	14	116,388	20.11	113	160,521	23.55	14	116,388	20	113	160,521	24
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	28	57,133	252.49	57	262,118	144.17	28	57,133	252	57	262,118	144
	Total(A)	45	275,394	301	179	709,155	188	45	275,394	301	179	709,155	188
1	Referral (B)				-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	45	275,394	301	179	709,155	188	45	275,394	301	179	709,155	188

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