

ING Vysya Life Insurance Company Limited

(Registration No: 114; Date of registration: 2 August 2001)

FORM : L38 - Business acquisition through different channels (Individual)

₹ Crores

SI.No.	Channels	Current Quarter		Same quarter previous year		Year ended 31 Mar 2011		Year ended 31 Mar 2010	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	70,831	135.86	56,526	114.12	187,048	403.03	198,309	362.00
2	Corporate Agents-Banks	15,014	62.40	14,195	41.21	48,967	155.73	41,465	164.63
3	Corporate Agents -Others	569	0.93	10,645	22.51	14,177	29.41	23,922	47.96
4	Brokers	1,337	4.29	1,028	2.15	3,370	11.39	3,456	6.02
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	-	-	-	-	-	-	-	-
	Total (A)	87,751	203.48	82,394	179.99	253,562	599.56	267,152	580.60
1	Referral (B)	8,150	26.40	8,292	19.59	20,839	53.58	23,603	52.69
	Grand Total (A+B)	95,901	229.88	90,686	199.58	274,401	653.15	290,755	633.29

Note:

1. Premium means amount of premium received from business acquired by the source
2. No. of policies stand for no. of policies sold

