

PERIODIC DISCLOSURES

FORM Business Acquisition through different channels (Individuals)

Insurer: IndiaFirst Life Insurance Company Limited

Date: 31-Dec-12

(Rs in Lakhs)

Sl.No.	Business Acquisition through different channels (Individuals)								
	Channels	Current Quarter		Same quarter Previous Year		Up to the period		Same period of the previous year	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	5741	472.82	1132	434.36	10717	1,128.88	2358	1,562.22
2	Corporate Agents-Banks	19913	4,966.75	17245	7,837.02	55858	13,501.99	48864	24,175.56
3	Corporate Agents -Others	1809	179.99	681	163.15	4432	481.99	826	194.61
4	Brokers	-2	-0.16	1	0.12	5	0.39	1	0.12
5	Micro Agents			0	0.00			0	0.00
6	Direct Business	383	19.89	497	23.67	1044	64.43	703	31.19
	Total (A)	27844	5,639.30	19556	8,458.31	72056	15,177.67	52752	25,963.70
1	Referral (B)								
	Grand Total (A+B)	27844	5,639.30	19556	8,458.31	72056	15,177.67	52752	25,963.70

Note:

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