

FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

Insurer: Canara HSBC Oriental Bank of Commerce Life Insurance Co. Ltd.

Date: December 31, 2011

(₹ in Lakhs)

	Channels	FOR THE QUARTER ENDED DEC 31, 2011			UPTO THE QUARTER ENDED DEC 31, 2011			FOR THE QUARTER ENDED DEC 31, 2010			UPTO THE QUARTER ENDED DEC 31, 2010		
		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	-	-	-	-	-	-	-	-	-	-	-	-
2	Corporate Agents-Banks	3	3,632	337.7	5	4,834	610.5	4	1,031	719.7	4	7,686	1,815.9
3	Corporate Agents -Others	-	-	-	-	-	-	-	-	-	-	-	-
4	Brokers	-	-	-	-	-	-	-	-	-	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	7	11,547	8,530.6	12	74,725	16,204.5	2	42,817	5,000.9	2	42,817	5,000.9
	Total(A)	10	15,179	8,868.4	17	79,559	16,815.1	6	43,848	5,720.6	6	50,503	6,816.8
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	10	15,179	8,868.4	17	79,559	16,815.1	6	43,848	5,720.6	6	50,503	6,816.8

Note:

1. Premium means amount of premium received from business acquired by the source (new business)

2. No of Policies stand for no. of policies sold