

Bharti AXA Life Insurance Company Limited

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

Date - 30 June 2010

(Rs In Crores)

Sl.No.	Business Acquisition through different channels (Group)						
		For the Quarter Ended 30 June 2010			For the Quarter Ended 30 June 2009		
	Channels	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	Policies/ No. of Schemes	No. of Lives Covered	Premium
1	Individual agents						
2	Corporate Agents-Banks						
3	Corporate Agents -Others	-	1,428	0.26	-	2,843	1.03
4	Brokers						
5	Micro Agents						
6	Direct Business	-	1,694	4.51	-	735	3.35
	Total(A)	0	3,122	4.77	-	3,578	4.38
1	Referral (B)						
	Grand Total (A+B)	0	3,122	4.77	0	3,578	4.38

Note:

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