

Bharti AXA Life Insurance Company Limited

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

Date - 30 Sep 2010

(Rs in Crores)

Sl.No.	Business Acquisition through different channels (Group)												
		For the Quarter Ended 30 September 2010			For the Quarter Ended 30 September 2009			For the Six Months Ended 30 September 2010			For the Six Months Ended 30 September 2009		
	Channels	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	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	Corporate Agents -Others	-	362	0.08	1	1,157	0.43	-	1,790	0.33	1	4,000	1.46
4	Brokers												
5	Micro Agents												
6	Direct Business	-	1,914	4.27	6	2,105	6.27	-	3,608	8.79	6	2,840	9.62
	Total(A)	-	2,276	4.35	7	3,262	6.70	-	5,398	9.12	7	6,840	11.08
1	Referral (B)												
	Grand Total (A+B)	-	2,276	4.35	7	3,262	6.70	-	5,398	9.12	7	6,840	11.08

Note:

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

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