

PERIODIC DISCLOSURES

FORM L-38 Business Acquisition through different channels (Individuals)

Insurer: **Bharti AXA Life Insurance Company Limited**

Date: **30-Sep-10**

(Rs in Crores)

Business Acquisition through different channels (Individuals)

Sl.No.	Channels	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	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	24,404	51.77	22,660	41.29	47,235	90.88	40,135	74.85
2	Corporate Agents-Banks	1,302	4.14	4,115	9.93	3,422	10.61	4,115	9.93
3	Corporate Agents -Others	1,126	7.08	1,487	4.23	3,021	14.39	3,612	8.82
4	Brokers	5,901	15.34	3,976	10.09	11,365	34.09	7,786	19.37
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	6,557	24.50	8,237	16.45	11,595	38.40	14,846	32.98
	Total (A)	39,290	102.82	40,475	82.00	76,638	188.37	70,494	145.96
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	39,290	102.82	40,475	82.00	76,638	188.37	70,494	145.96

Note:

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