

Bharti AXA Life Insurance Company Limited

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

Date - 31 Dec 2010

(Rs in Crores)

Sl.No.	Business Acquisition through different channels (Group)												
		For the Quarter Ended 31 December 2010			For the Quarter Ended 31 December 2009			For the Nine Months Ended 31 December 2010			For the Nine Months Ended 31 December 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	1	2	0.11	-	2,212	0.38	1	1,792	0.44	1	6,212	1.84
4	Brokers	-	-	-	-	-	-	-	-	-	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	2	2,344	4.86	-	2,025	6.74	2	5,952	13.64	6	4,867	16.32
	Total(A)	3	2,346	4.96	-	4,237	7.11	3	7,744	14.09	7	11,079	18.16
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	3	2,346	4.96	-	4,237	7.11	3	7,744	14.09	7	11,079	18.16

Note:

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