

Bharti AXA Life Insurance Company Limited

Business Acquisition through different channels (Group)

(Rs in Crores)

| Sl.No. | Channels                 | For the Quarter Ended 31 March 2011 |                         |         | For the Quarter Ended 31 March 2010 |                         |         | For the Year Ended 31 March 2011   |                         |         | For the Year Ended 31 March 2010   |                         |         |
|--------|--------------------------|-------------------------------------|-------------------------|---------|-------------------------------------|-------------------------|---------|------------------------------------|-------------------------|---------|------------------------------------|-------------------------|---------|
|        |                          | No. of Policies/<br>No. of Schemes  | No. of Lives<br>Covered | Premium | No. of Policies/<br>No. of Schemes  | No. of Lives<br>Covered | Premium | No. of Policies/<br>No. of Schemes | No. of Lives<br>Covered | Premium | No. of Policies/<br>No. of Schemes | No. of Lives<br>Covered | Premium |
| 1      | Individual agents        | -                                   | -                       | -       | -                                   | -                       | -       | -                                  | -                       | -       | -                                  | -                       | -       |
| 2      | Corporate Agents-Banks   | -                                   | -                       | -       | -                                   | -                       | -       | -                                  | -                       | -       | -                                  | -                       | -       |
| 3      | Corporate Agents -Others | 3                                   | 9,924                   | 6.01    | 1                                   | 19,937                  | 7.98    | 6                                  | 17,668                  | 20.09   | 8.00                               | 31,016                  | 26.13   |
| 4      | Brokers                  | -                                   | -                       | -       | -                                   | -                       | -       | -                                  | -                       | -       | -                                  | -                       | -       |
| 5      | Micro Agents             | -                                   | -                       | -       | -                                   | -                       | -       | -                                  | -                       | -       | -                                  | -                       | -       |
| 6      | Direct Business          | -                                   | -                       | -       | -                                   | -                       | -       | -                                  | -                       | -       | -                                  | -                       | -       |
|        | Total(A)                 | 3                                   | 9,924                   | 6.01    | 1                                   | 19,937                  | 7.98    | 6                                  | 17,668                  | 20.09   | 8.00                               | 31,016                  | 26.13   |
| 1      | Referral (B)             | -                                   | -                       | -       | -                                   | -                       | -       | -                                  | -                       | -       | -                                  | -                       | -       |
|        | Grand Total (A+B)        | 3                                   | 9,924                   | 6.01    | 1                                   | 19,937                  | 7.98    | 6                                  | 17,668                  | 20.09   | 8.00                               | 31,016                  | 26.13   |

Note:

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