

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

Bharti AXA Life Insurance Company Limited

Date: 31-Mar-11

*(Rs in Crores)***Business Acquisition through different channels (Individuals)**

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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	28,291	44	34,768	106	97,271	167	102,514	235
2	Corporate Agents-Banks	445	2	2,390	9	4,177	14	9,716	27
3	Corporate Agents -Others	100	1	2,214	7	3,105	16	7,427	21
4	Brokers	6,287	12	18,481	24	22,706	58	31,170	56
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	21,198	20	7,605	25	41,048	72	27,923	72
	Total (A)	56,321	79.24	65,458	172.41	168,307	326.74	178,750	411.54
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	56,321	79.24	65,458	172.41	168,307	326.74	178,750	411.54

Note:

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