

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

Insurer: Bharti AXA Life Insurance Company Limited

Date: 31-Mar-12

(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31 st Mar 2012			For the Quarter Ended 31 st Mar 2011			For the Year Ended 31 st Mar 2012			For the Year Ended 31 st Mar 2011		
		No. of 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	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium
1	Individual agents												
2	Corporate Agents-Banks												
3	Corporate Agents -Others										1	1,792	0.44
4	Brokers												
5	Micro Agents												
6	Direct Business	1	29,533	7.47	3	9,924	6.01	2	36,520	27.35	5	15,876	19.65
	Total(A)	1	29,533	7.47	3	9,924	6.01	2	36,520	27.35	6	17,668	20.09
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1	29,533	7.47	3	9,924	6.01	2	36,520	27.35	6	17,668	20.09

Note:

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

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