

FORM L-38 : BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)

Insurer: Bharti AXA Life Insurance Company Limited

Date:

31-Mar-12

(Rs in Crores)

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	For the Quarter Ended 31st Mar 2012		For the Quarter Ended 31st Mar 2011		For the Year Ended 31st Mar 2012		For the Year Ended 31st Mar 2011	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	16,831	52.57	28,291	44.01	59,819	121.12	97,271	166.68
2	Corporate Agents-Banks	-	-	445	1.80	-	-	4,177	13.77
3	Corporate Agents -Others	468	1.77	100	0.77	744	2.61	3,105	15.91
4	Brokers	7,533	13.00	6,287	12.44	23,969	41.15	22,706	57.98
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	4,164	11.70	21,198	20.23	13,752	32.04	41,048	72.40
	Total (A)	28,996	79.04	56,321	79.24	98,284	196.92	168,307	326.74
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	28,996	79.04	56,321	79.24	98,284	196.92	168,307	326.74

Note:

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

