

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

Insurer: Bharti AXA Life Insurance Company Limited

Date: 30-Sep-12

(Rs in Crores)

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	For the Quarter Ended 30st Sep 2012		For the Quarter Ended 30st Sep 2011		For the Year Ended 30st Sep 2012		For the Year Ended 30st Sep 2011	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	11,406	18.22	16,350	25.80	19,763	35	30,945	47.27
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	937	1.60	2	(0.03)	1,301	2	129	0.71
4	Brokers	8,331	15.46	5,530	8.91	14,717	26	10,713	18.02
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	3,992	8.67	4,602	7.41	6,926	14	7,119	14.57
	Total (A)	24,666	43.94	26,484	42.09	42,707	78.28	48,906	80.57
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	24,666	43.94	26,484	42.09	42,707	78.28	48,906	80.57

Note:

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