

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

Insurer: Bharti AXA Life Insurance Company Limited

Date: 31-Dec-12

(Rs in Crores)

Business Acquisition through different channels (Group)

Sl.No.	Channels	For the Quarter Ended 31st Dec 2012			For the Quarter Ended 31st Dec 2011			For the Year Ended 31st Dec 2012			For the Year Ended 31st Dec 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												
4	Brokers												
5	Micro Agents												
6	Direct Business	1	3,093	8.14	-	2,377	7	3	8,625	21	1	6,987	19.88
	Total(A)	1	3,093	8.14	-	2,377	6.55	3	8,625	21.49	1	6,987	19.88
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1	3,093	8.14	-	2,377	6.55	3	8,625	21.49	1	6,987	19.88

Note:

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