

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

Insurer: Bharti AXA Life Insurance Company Limited

Date:

31-Dec-12

(Rs in Crores)

Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	9,959	19.46	12,043	21.27	29,722	55	42,988	68.55
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	528	0.72	147	0.13	1,829	3	276	0.84
4	Brokers	8,565	19.62	5,723	10.13	23,282	46	16,436	28.15
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	4,020	10.28	2,469	5.76	10,946	25	9,588	20.34
	Total (A)	23,072	50.07	20,382	37.30	65,779	128.34	69,288	117.87
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	23,072	50.07	20,382	37.30	65,779	128.34	69,288	117.87

Note:

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