Bharti AXA Life Insurance Company Limited

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

Date: 31 March, 2013

(Rs in Crores)

Business Acquisition through different channels (Individuals)									
Sl.No.	**Channels**	**For the Quarter Ended 31st Mar 2013**		**For the Quarter Ended 31st Mar 2012**		**For the Year Ended 31st Mar 2013**		**For the Year Ended 31st Mar 2012**	
		No. of Policies	**Premium**	**No. of Policies**	**Premium**	**No. of Policies**	**Premium**	**No. of Policies**	**Premium**
1	Individual agents	13,630	39.26	16,831	52.57	43,352	94	59,819	121.12
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	544	0.83	468	1.77	2,373	4	744	2.61
4	Brokers	12,930	29.82	7,533	13.00	36,212	76	23,969	41.15
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	6,739	16.97	4,164	11.70	17,685	42	13,752	32.04
	Total (A)	33,843	86.88	28,996	79.04	99,622	215.23	98,284	196.92
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	**33,843**	**86.88**	**28,996**	**79.04**	**99,622**	**215.23**	**98,284**	**196.92**

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