Bharti AXA Life Insurance Company Limited

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

Date: 30 June, 2013

(Rs in Crores)

Business Acquisition through different channels (Individuals)									
Sl.No.	**Channels**	**For the Quarter Ended 30th Jun 2013**		**For the Quarter Ended 30th Jun 2012**		**For the Year Ended 30th Jun 2013**		**For the Year Ended 30th Jun 2012**	
		No. of Policies	**Premium**	**No. of Policies**	**Premium**	**No. of Policies**	**Premium**	**No. of Policies**	**Premium**
1	Individual agents	7,446	14.32	8,357	16.84	7,446	14	8,357	17
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	281	0.29	364	0.84	281	0	364	1
4	Brokers	8,061	25.75	6,386	10.99	8,061	26	6,386	11
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	5,016	7.90	2,934	5.66	5,016	8	2,934	6
	Total (A)	20,804	48.25	18,041	34.33	20,804	48.25	18,041	34.33
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	**20,804**	**48.25**	**18,041**	**34.33**	**20,804**	**48.25**	**18,041**	**34.33**

Note:

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