

Bharti AXA Life Insurance Company Limited
FORM L-37 - BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

Date: 30 September, 2013

(Rs in Crores)													
Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 30th Sep 2013			For the Quarter Ended 30th Sep 2012			For the Year Ended 30th Sep 2013			For the Year Ended 30th Sep 2012		
		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	-	811	0.18				-	1,434	0.32			
5	Micro Agents												
6	Direct Business	4	5,234	16.65	2	3,077	7.55	6	9,731	26.19	2	5,532	13.35
	Total(A)	4	6,045	16.83	2	3,077	7.55	6	11,165	26.51	2	5,532	13.35
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	4	6,045	16.83	2	3,077	7.55	6	11,165	26.51	2	5,532	13.35

Note:

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