

Bharti AXA Life Insurance Company Limited

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

Date: 30 September, 2013

Business Acquisition through different channels (Individuals)									
<i>(Rs in Crores)</i>									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	9,450	20.98	11,406	18.22	16,896	35	19,763	35
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	414	0.71	937	1.60	695	1	1,301	2
4	Brokers	9,623	34.03	8,331	15.46	17,684	60	14,717	26
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	4,893	11.10	3,992	8.67	9,909	19	6,926	14
	Total (A)	24,380	66.83	24,666	43.94	45,184	115.08	42,707	78.28
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	24,380	66.83	24,666	43.94	45,184	115.08	42,707	78.28

Note:

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