

Bharti AXA Life Insurance Company Limited

FORM L-37 - BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

Dec-13

(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31st Dec 2013			For the Quarter Ended 31st Dec 2012			For the Nine Months Ended 31st Dec 2013			For the Nine Months Ended 31st Dec 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	-	1,156	0.23				-	2,590	0.55			
5	Micro Agents												
6	Direct Business	-	7,218	23.29	1	3,093	8.14	6	16,949	49.48	3	8,625	21.49
	Total(A)	-	8,374	23.52	1	3,093	8.14	6	19,539	50.02	3	8,625	21.49
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	-	8,374	23.52	1	3,093	8.14	6	19,539	50.02	3	8,625	21.49

Note:

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