

**Bharti AXA Life Insurance Company Limited**

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

**Dec-13**

*(Rs in Crores)*

| <b>Business Acquisition through different channels (Individuals)</b> |                          |                                            |                |                                            |                |                                                |                |                                                |                |
|----------------------------------------------------------------------|--------------------------|--------------------------------------------|----------------|--------------------------------------------|----------------|------------------------------------------------|----------------|------------------------------------------------|----------------|
| <b>Sl.No.</b>                                                        | <b>Channels</b>          | <b>For the Quarter Ended 31st Dec 2013</b> |                | <b>For the Quarter Ended 31st Dec 2012</b> |                | <b>For the Nine Months Ended 31st Dec 2013</b> |                | <b>For the Nine Months Ended 31st Dec 2012</b> |                |
|                                                                      |                          | <b>No. of Policies</b>                     | <b>Premium</b> | <b>No. of Policies</b>                     | <b>Premium</b> | <b>No. of Policies</b>                         | <b>Premium</b> | <b>No. of Policies</b>                         | <b>Premium</b> |
| 1                                                                    | Individual agents        | 9,423                                      | 24.98          | 9,959                                      | 19.46          | 26,319                                         | 60             | 29,722                                         | 55             |
| 2                                                                    | Corporate Agents-Banks   | -                                          | -              | -                                          | -              | -                                              | -              | -                                              | -              |
| 3                                                                    | Corporate Agents -Others | 183                                        | 4.63           | 528                                        | 0.72           | 878                                            | 6              | 1,829                                          | 3              |
| 4                                                                    | Brokers                  | 10,292                                     | 35.94          | 8,565                                      | 19.62          | 27,976                                         | 96             | 23,282                                         | 46             |
| 5                                                                    | Micro Agents             | -                                          | -              | -                                          | -              | -                                              | -              | -                                              | -              |
| 6                                                                    | Direct Business          | 5,229                                      | 12.31          | 4,020                                      | 10.28          | 15,138                                         | 31             | 10,946                                         | 25             |
|                                                                      | <b>Total (A)</b>         | <b>25,127</b>                              | <b>77.86</b>   | <b>23,072</b>                              | <b>50.07</b>   | <b>70,311</b>                                  | <b>192.94</b>  | <b>65,779</b>                                  | <b>128.34</b>  |
| 1                                                                    | Referral (B)             | -                                          | -              | -                                          | -              | -                                              | -              | -                                              | -              |
|                                                                      | <b>Grand Total (A+B)</b> | <b>25,127</b>                              | <b>77.86</b>   | <b>23,072</b>                              | <b>50.07</b>   | <b>70,311</b>                                  | <b>192.94</b>  | <b>65,779</b>                                  | <b>128.34</b>  |

Note:

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