

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

Date: 31 March, 2014



(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31st Mar 2014			For the Quarter Ended 31st Mar 2013			For the Year Ended 31st Mar 2014			For the Year Ended 31st Mar 2013		
		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	-	920	0.16				-	3,510	0.71			
5	Micro Agents												
6	Direct Business	8	44,708	30.21	12	31,296	11.89	14	61,657	79.69	15	39,921	33.39
	Total(A)	8	45,628	30.38	12	31,296	11.89	14	65,167	80.40	15	39,921	33.39
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	8	45,628	30.38	12	31,296	11.89	14	65,167	80.40	15	39,921	33.39

Note:

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