Bharti AXA Life Insurance Company Limited

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

Date: 31 March, 2014

(Rs in Crores)

Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	11,110	37.93	13,630	39.26	37,429	98	43,352	94
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	275	(3.01)	544	0.83	1,153	3	2,373	4
4	Brokers	10,029	49.46	12,930	29.82	38,005	145	36,212	76
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	12,908	17.47	6,739	16.97	28,046	49	17,685	42
	Total (A)	34,322	101.85	33,843	86.88	104,633	294.79	99,622	215.23
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	**34,322**	**101.85**	**33,843**	**86.88**	**104,633**	**294.79**	**99,622**	**215.23**

Note:

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