

Bharti AXA Life Insurance Company Limited

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

Date: 30 June, 2014



(Rs in Crores)

Business Acquisition through different channels (Group)

Sl.No.	Channels	For the Quarter Ended 30 June, 2014			For the Quarter Ended 30 June, 2013			For the Year Ended 30 June, 2014			For the Year Ended 30 June, 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	-	819	0.15	-	-	-	-	819	0	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	1	7,889	24.08	2	4,497	9.54	1	7,889	24	2	4,497	9.54
	Total(A)	1	8,708	24.24	2	4,497	9.54	1	8,708	24.24	2	4,497	9.54
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1	8,708	24.24	2	4,497	9.54	1	8,708	24.24	2	4,497	9.54

Note:

1. Premium means amount of premium received from business acquired by the source

2. No of Policies stand for no. of policies sold