

Bharti AXA Life Insurance Company Limited

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

Date: 30 June, 2014



(Rs in Crores)

Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	5,580	19.13	7,446	14.32	5,580	19	7,446	14
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	221	0.90	281	0.29	221	1	281	0
4	Brokers	7,354	35.39	8,061	25.75	7,354	35	8,061	26
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	3,511	8.07	5,016	7.90	3,511	8	5,016	8
	Total (A)	16,666	63.48	20,804	48.25	16,666	63.48	20,804	48.25
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	16,666	63.48	20,804	48.25	16,666	63.48	20,804	48.25

Note:

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