

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

Date: 30 September, 2014



(Rs in Crores)

Business Acquisition through different channels (Group)

Sl.No.	Channels	For the Quarter Ended 30 September, 2014			For the Quarter Ended 30 September, 2013			For the Half Year Ended 30 September, 2014			For the Half Year Ended 30 September, 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	-	786	0.14	-	811	0.18	-	1,605	0	-	1,434	0
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	-	8,714	28.94	4	5,857	16.79	4	16,603	53	6	9,731	26.19
	Total(A)	3	9,500	29.09	4	6,668	16.97	4	18,208	53.32	6	11,165	26.51
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	3	9,500	29.09	4	6,668	16.97	4	18,208	53.32	6	11,165	26.51

Note:

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