

Bharti AXA Life Insurance Company Limited									
FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)									
Date: 30 September, 2014									
									
Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	6,958	23.50	9,450	20.98	12,538	43	16,896	35
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	295	1.41	414	0.71	516	2	695	1
4	Brokers	8,854	41.85	9,623	34.03	16,208	77	17,684	60
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	4,030	12.28	4,893	11.10	7,541	20	9,909	19
	Total (A)	20,137	79.03	24,380	66.83	36,803	142.52	45,184	115.08
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	20,137	79.03	24,380	66.83	36,803	142.52	45,184	115.08

Note:

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