

Bharti AXA Life Insurance Company Limited

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

Date: 31 December, 2014

(Rs in Crores)

Business Acquisition through different channels (Group)

Sl.No.	Channels	For the Quarter Ended 31 December, 2014			For the Quarter Ended 31 December, 2013			For the Year Ended 31 December, 2014			For the Year Ended 31 December, 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	-	904	0.16	-	1,156	0.23	-	2,509	0	-	2,590	1
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	-	8,945	29.79	-	7,218	23.29	4	25,548	83	6	16,949	49.48
	Total(A)	-	9,849	29.95	-	8,374	23.52	4	28,057	83.28	6	19,539	50.02
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	-	9,849	29.95	-	8,374	23.52	4	28,057	83.28	6	19,539	50.02

Note:

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