

Bharti AXA Life Insurance Company Limited									
FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)									
Date: 31 December, 2014									
(Rs in Crores)									
Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	8,261	28.90	9,423	24.98	20,799	72	26,319	60
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	332	1.64	183	4.63	848	4	878	6
4	Brokers	9,257	43.33	10,292	35.94	25,465	121	27,976	96
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	4,130	15.82	5,229	12.31	11,671	36	15,138	31
	Total (A)	21,980	89.69	25,127	77.86	58,783	232.20	70,311	192.94
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	21,980	89.69	25,127	77.86	58,783	232.20	70,311	192.94

Note:

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