

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

Date: 31 March, 2015



(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31 March, 2015			For the Quarter Ended 31 March, 2014			For the Year Ended 31 March, 2015			For the Year Ended 31 March, 2014		
		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	-	483	0.09	-	920	0.16	-	2,992	1	-	3,510	1
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	1	58,325	38.29	8	44,708	30.21	5	83,873	121	14	61,657	79.69
	Total(A)	1	58,808	38.38	8	45,628	30.38	5	86,865	121.66	14	65,167	80.40
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1	58,808	38.38	8	45,628	30.38	5	86,865	121.66	14	65,167	80.40

Note:

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