

Bharti AXA Life Insurance Company Limited									
FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)									
Date: 31 March, 2015									
									
(Rs in Crores)									
Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	11,846	44.10	11,110	37.93	32,645	116	37,429	98
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	517	2.64	275	(3.01)	1,365	7	1,153	3
4	Brokers	10,181	50.24	10,029	49.46	35,646	171	38,005	145
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	12,807	24.53	12,908	17.47	24,478	61	28,046	49
	Total (A)	35,351	121.51	34,322	101.85	94,134	353.71	104,633	294.79
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	35,351	121.51	34,322	101.85	94,134	353.71	104,633	294.79

Note:

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