

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

Date: 31st March, 2016



(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31st March, 2016			For the Quarter Ended 31st March, 2015			For the Year Ended 31st March, 2016			For the Year Ended 31st March, 2015		
		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	-	(1)	(0.00)	-	483	0.09	-	292	0.16	-	2,992	0.55
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	1	70,046	57.34	1	58,325	38.29	2	99,647	176.47	5	83,873	121.11
	Total(A)	1	70,045	57.34	1	58,808	38.38	2	99,939	176.63	5	86,865	121.66
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1	70,045	57.34	1	58,808	38.38	2	99,939	176.63	5	86,865	121.66

Note:

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