

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

Date: 31st March, 2017



(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31st March, 2017			For the Quarter Ended 31st March, 2016			For the Year Ended 31st March, 2017			For the Year Ended 31st March, 2016		
		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)	-	-	-	-	292	0
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	1	19,552	42.73	1	70,046	57.34	4	53,891	206	2	99,647	176.47
	Total(A)	1	19,552	42.73	1	70,045	57.34	4	53,891	205.57	2	99,939	176.63
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1	19,552	42.73	1	70,045	57.34	4	53,891	205.57	2	99,939	176.63

Note:

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