

Bharti AXA Life Insurance Company Limited

FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)

Date: 31st March, 2017



(Rs in Crores)

Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	16,348	52.70	13,184	45.93	42,204	141	36,892	118
2	Corporate Agents-Banks	9	0.01	-	-	9	0	-	-
3	Corporate Agents -Others	1,227	12.98	255	1.09	4,918	29	966	4
4	Brokers	10,202	43.92	12,750	54.34	39,235	166	35,988	181
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	16,166	23.46	12,099	20.81	25,010	67	22,909	59
	Total (A)	43,952	133.07	38,288	122.16	111,376	403.46	96,755	362.67
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	43,952	133.07	38,288	122.16	111,376	403.46	96,755	362.67

Note:

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