

Bharti AXA Life Insurance Company Limited

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

Date: 31st December, 2017



(Rs in Crores)

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	For the Quarter Ended 31st December, 2017		For the Quarter Ended 31st December, 2016		For the Nine Months Ended 31st December, 2017		For the Nine Months Ended 31st December, 2016	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	13,073	45.29	10,083	37.97	31,667	104.51	25,856	89
2	Corporate Agents-Banks	10	0.04	-	-	45	0	-	-
3	Corporate Agents -Others	2,459	6.00	1,533	7.14	4,886	14	3,691	16
4	Brokers	8,003	42.01	10,891	45.72	19,745	103	29,033	122
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	4,218	20.70	3,612	18.66	10,953	46	8,844	43
	Total (A)	27,763	114.04	26,119	109.50	67,296	268.49	67,424	270.39
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	27,763	114.04	26,119	109.50	67,296	268.49	67,424	270.39

Note:

1. Premium means amount of premium received from business acquired by the source

2. No of Policies stand for no. of policies sold