

Bharti AXA Life Insurance Company Limited

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

Date: 31st March, 2018



(Rs in Crores)

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	For the Quarter Ended 31st March, 2018		For the Quarter Ended 31st March, 2017		For the Year Ended 31st March, 2018		For the Year Ended 31st March, 2017	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	19,518	69.79	16,348	52.70	51,185	174.30	42,204	141
2	Corporate Agents-Banks	28	0.05	9	0.01	73	0	9	0
3	Corporate Agents -Others	3,607	13.66	1,227	12.98	8,493	28	4,918	29
4	Brokers	11,567	84.52	10,202	43.92	31,312	187	39,235	166
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	21,914	31.41	16,166	23.46	32,867	78	25,010	67
	Total (A)	56,634	199.42	43,952	133.07	123,930	467.91	111,376	403.46
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	56,634	199.42	43,952	133.07	123,930	467.91	111,376	403.46

Note:

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

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