### Bharti AXA Life Insurance Company Limited

# FORM L-37 - BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

bharti AXA
jeevan suraksha ka/
naya nazariya

173.15

Date: 31st December, 2018

199.64

## (Rs in Crores)

2

43,929

#### **Business Acquisition through different channels (Group)** For the Quarter Ended 31st December, For the Quarter Ended 31st December, For the Period Ended 31st December, For the Period Ended 31st December, 2017 2018 2017 2018 SI.No. Channels No. of No. of No. of No. of No. of Lives No. of Lives No. of Lives No. of Lives Policies/ No. Premium Policies/ No. Premium Policies/ No. Premium Policies/ No. Premium Covered Covered Covered Covered of Schemes of Schemes of Schemes of Schemes Individual agents Corporate Agents-Banks 3,682 0.08 10,548 0.26 Corporate Agents -Others 46 0.41 ---46 0.41 --\_ 4 Brokers Micro Agents Direct Business 23,743 7 48,445 198.97 173.15 4 64.89 1 22,156 66.12 43,929 6 Total(A) 4 27,471 65.38 1 22,156 66.12 8 59,039 199.64 2 43,929 173.15

22,156

66.12

8

59,039

1

#### Note:

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

Grand Total (A+B)

4

27,471

65.38

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

Referral (B)