

Bharti AXA Life Insurance Company Limited									
FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)									
Date: 31st December, 2019									
									
(Rs in Crores)									
Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	For the Quarter Ended 31st December, 2019		For the Quarter Ended 31st December, 2018		For the Year Ended 31st December, 2019		For the Year Ended 31st December, 2018	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	15,069	64.05	18,208	55	43,839	156	48,288	140
2	Corporate Agents-Banks	14,859	7.72	7	0	64,616	17	32	0
3	Corporate Agents -Others	4,055	13.81	4,577	13	10,131	34	13,753	40
4	Brokers	9,657	64.11	9,993	71	29,777	205	27,083	190
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	4,215	17.69	3,635	14	17,259	49	11,674	47
	Total (A)	47,855	167.39	36,420	154	1,65,622	460.38	1,00,830	417.41
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	47,855	167.39	36,420	154.20	1,65,622	460.38	1,00,830	417.41

Note:

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