

Bharti AXA Life Insurance Company Limited

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

Date: 31st March, 2020



(Rs in Crores)

Business Acquisition through different channels (Individuals)

Sl.No.	Channels	For the Quarter Ended 31st March, 2020		For the Quarter Ended 31st March, 2019		For the Year Ended 31st March, 2020		For the Year Ended 31st March, 2019	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	13,976	56	23,130	78	57,815	212	71,418	219
2	Corporate Agents-Banks	3,391	8	20	0	68,007	26	52	0
3	Corporate Agents -Others	4,590	20	4,766	16	14,721	53	18,519	56
4	Brokers	9,866	67	13,782	111	39,643	272	40,865	301
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	10,167	22	25,171	22	27,426	71	36,845	69
	Total (A)	41,990	174	66,869	227	2,07,612	635	1,67,699	644
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	41,990	174	66,869	227	2,07,612	635	1,67,699	644

Note:

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