

Bharti AXA Life Insurance Company Limited
FORM L-37 - BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

Date: 31st December, 2020



(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31st December, 2020			For the Quarter Ended 31st December, 2019			For the Year Ended 31st December, 2020			For the Year Ended 31st December, 2019		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium
1	Individual agents	-	-	-	-	-	-	-	-	-	-	-	-
2	Corporate Agents-Banks	2	7,533	2.38	-	31,020	0	5	32,139	7.08	1	42,722	0
3	Corporate Agents -Others	-	68	0.20	-	-	(0)	-	87	0.25	-	66	0
4	Brokers	-	-	-	-	-	-	-	-	-	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	3	493,203	33.57	3	10,996	34	10	1,519,405	78.13	5	40,602	154
	Total(A)	5	500,804	36.16	3	42,016	33.85	15	1,551,631	85.45	6	83,390	155.13
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	5	500,804	36.16	3	42,016	33.85	15	1,551,631	85.45	6	83,390	155.13

Note:

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