

Bharti AXA Life Insurance Company Limited

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

Date: 31st December, 2020



(Rs in Crores)

Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	13,148	67	15,069	64	35,986	183.53	43,839	156
2	Corporate Agents-Banks	2,356	9	14,859	8	5,604	20.94	64,616	17
3	Corporate Agents -Others	4,691	27	4,055	14	12,573	65.52	10,131	34
4	Brokers	2,091	17	9,657	64	9,805	75.77	29,777	205
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	5,907	29	3,761	17	12,038	71	15,601	48
7	Web Aggregators	(2)	0.02	454	0	276	0.97	1,658	1
	Total (A)	28,191	148.58	47,855	167.39	76,282	417.29	165,622	460.38
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	28,191	148.58	47,855	167.39	76,282	417.29	165,622	460.38

Note:

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