

Bharti AXA Life Insurance Company Limited

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

Date: 31st March, 2021



(Rs in Crores)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	For the Quarter Ended 31st March, 2021			For the Quarter Ended 31st March, 2020			For the Year Ended 31st March, 2021			For the Year Ended 31st March, 2020		
		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	(1)	15,742	1.75	5	2,971	3	4	47,881	8.83	6	12,788	3
3	Corporate Agents -Others	-	16,184	47.30	-	13	0	-	247	0.91	-	79	0
4	Brokers	1	390	0.13	-	-	-	1	390.00	0.13	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	7	3,39,931	1.82	5	3,94,282	36	17	18,75,360	126.58	10	4,67,789	190
	Total(A)	7	3,72,247	50.99	10	3,97,266	39.01	22	19,23,878	136.45	16	4,80,656	194.13
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	7	3,72,247	50.99	10	3,97,266	39.01	22	19,23,878	136.45	16	4,80,656	194.13

Note:

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