

Bharti AXA Life Insurance Company Limited									
FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)									
Date: 31st March, 2021									
 #DoTheSmartThing									
(Rs in Crores)									
Business Acquisition through different channels (Individuals)									
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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	17,200	107	13,976	56	53,186	290.22	57,815	212
2	Corporate Agents-Banks	3,571	17	3,391	8	9,175	38.12	68,007	26
3	Corporate Agents -Others	4,854	42	4,590	20	17,427	107.89	14,721	53
4	Brokers	3,182	23	9,866	67	12,987	98.73	39,643	272
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	11,711	40	9,860	22	23,749	111	25,461	70
7	Web Aggregators	31	0.08	307	0	307	1	1,965	2
	Total (A)	40,549	229.57	41,990	174.27	1,16,831	647	2,07,612	635
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	40,549	229.57	41,990	174.27	1,16,831	647	2,07,612	635

Note:

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