

Bharti AXA Life Insurance Company Limited

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

Date: 30th September, 2021



(Rs in Lakhs)

Business Acquisition through different channels (Group)

Sl.No.	Channels	For the Quarter - Current Year			For the Quarter - Previous Year			Up to the Quarter - Current Year			Up to the Quarter - Previous Year		
		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	17,988	225.36	2	10,764	261	2	30,030	382.86	3	24,606	470
3	Corporate Agents -Others	-	230	122.08	-	13	5	-	324	162.45	-	19	4
4	Brokers	2	41	10.88	-	-	-	2	606	31.97	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	-	13,606	3,918.51	2	5,24,679	3,156	3	2,10,509	6,845.26	7	10,26,202	4,455
7	IMF	-	-	-	-	-	-	-	-	-	-	-	-
8	Others (Please Specify)	-	-	-	-	-	-	-	-	-	-	-	-
	Total	4	31,865	4,276.82	4	5,35,456	3,421	7	2,41,469	7,422.53	10	10,50,827	4,930
	Referral Arrangements												
	Grand Total (A+B)	4	31,865	4,277	4	5,35,456	3,421	7	2,41,469	7,423	10	10,50,827	4,930

Note:

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