Bharti AXA Life Insurance Company Limited

FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS) Date: 30th September, 2021

bharti AXA #DoTheSmartThing

(Rs in Lakhs)

Dusiness Acquisition through unferent channels (Individuals)									
SI.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	Premium (Rs. Lakhs)	No. of Policies	Premium (Rs. Lakhs)	No. of Policies	Premium (Rs. Lakhs)	No. of Policies	Premium (Rs. Lakhs)
1	Individual agents	13,899	7,943	11,313	7,910	23,823	13,753.44	22,826	11,667
2	Corporate Agents-Banks	2,835	1,314	2,064	809	4,188	1,869.85	3,126	1,204
3	Corporate Agents -Others	4,360	3,765	5,376	2,846	7,664	6,348.20	7,882	3,862
4	Brokers	4,630	3,101	3,755	2,623	6,591	4,675.93	7,716	5,916
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	5,002	2,320	3,896	3,160	7,950	3,810.71	6,147	4,122
	- Online (Through Company Website)	1,928		1,217	544	3,052	1,332.91	1,237	544
	- Others	3,074		2,679	2,616	4,898	2,477.80	4,910	3,578
7	IMF	-	-	-	-	-	-	-	-
8	Common Service Centres	-	-	-	-	-	-	-	-
9	Web Aggregators	6	3	167	56	33	10.67	262	94
10	Point of Sales	6	2	52	5	54	3.84	132	7
11	Others (Please Specify)	-	-	-	-	-	-	-	-
	Total	30,738	18,448	26,623	17,409	50,303	30,473	48,091	26,871
	Referral Arrangements	23,100	,		,			,	,
	Grand Total (A+B)	30,738	18,448	26,623	17,409	50,303	30,473	48,091	26,871

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