

Bharti AXA Life Insurance Company Limited

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

Business Acquisition through different channels (Group)

(Rs in Crores)

Sl.No.	Channels	For the Quarter Ended 31 December 2010			For the Quarter Ended 31 December 2009			For the Nine Months Ended 30 December 2010			For the Nine Months Ended 30 December 2009		
		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	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	3	2,346	4.96	-	4,237	7.11	3	7,744	14.09	7	11,079	18.16
4	Brokers	-	-	-	-	-	-	-	-	-	-	-	-
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	3	2,346	4.96	-	4,237	7.11	3	7,744	14.09	7	11,079	18.16
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	3	2,346	4.96	-	4,237	7.11	3	7,744	14.09	7	11,079	18.16

Note:

1. Premium means amount of premium received from business acquired by the source

2. No of Policies stand for no. of policies sold