

FORM L-38 Business Acquisition through different channels (Individuals)

Bharti AXA Life Insurance Company Limited

Date:

31-Dec-10

(Rs in Crores)

Business Acquisition through different channels (Individuals)

Sl.No.	Channels	For the Quarter Ended 31 December 2010		For the Quarter Ended 31 December 2009		For the Nine Months Ended 31 December 2010		For the Nine Months Ended 31 December 2009	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	21,742	31.80	27,137	53.84	68,977	122.67	67,271	128.71
2	Corporate Agents-Banks	310	1.36	3,211	8.05	3,732	11.97	7,326	17.98
3	Corporate Agents -Others	(16)	0.75	1,601	5.09	3,005	15.14	5,213	13.91
4	Brokers	5,054	11.44	4,903	12.45	16,419	45.54	12,689	31.83
5	Micro Agents								
6	Direct Business	8,255	13.77	5,472	13.72	19,850	52.17	20,318	46.70
	Total (A)	35,345	59.12	42,324	93.15	111,983	247.50	112,817	239.13
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	35,345	59.12	42,324	93.15	111,983	247.50	112,817	239.13

Note:

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