

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

Bharti AXA Life Insurance Company Limited

Date: 31-Mar-11

(Rs in Crores)

**Business Acquisition through different channels (Individuals)**

| Sl.No. | Channels                 | For the Quarter Ended 31 March 2011 |         | For the Quarter Ended 31 March 2010 |         | For the Year Ended 31 March 2011 |         | For the Year Ended 31 March 2010 |         |
|--------|--------------------------|-------------------------------------|---------|-------------------------------------|---------|----------------------------------|---------|----------------------------------|---------|
|        |                          | No. of Policies                     | Premium | No. of Policies                     | Premium | No. of Policies                  | Premium | No. of Policies                  | Premium |
| 1      | Individual agents        | 28,291                              | 44      | 34,768                              | 106     | 97,271                           | 167     | 102,514                          | 235     |
| 2      | Corporate Agents-Banks   | 445                                 | 2       | 2,390                               | 9       | 4,177                            | 14      | 9,716                            | 27      |
| 3      | Corporate Agents -Others | 100                                 | 1       | 2,214                               | 7       | 3,105                            | 16      | 7,427                            | 21      |
| 4      | Brokers                  | 6,287                               | 12      | 18,481                              | 24      | 22,706                           | 58      | 31,170                           | 56      |
| 5      | Micro Agents             | -                                   | -       | -                                   | -       | -                                | -       | -                                | -       |
| 6      | Direct Business          | 21,198                              | 20      | 7,605                               | 25      | 41,048                           | 72      | 27,923                           | 72      |
|        | Total (A)                | 56,321                              | 79.24   | 65,458                              | 172.41  | 168,307                          | 326.74  | 178,750                          | 411.54  |
| 1      | Referral (B)             | -                                   | -       | -                                   | -       | -                                | -       | -                                | -       |
|        | Grand Total (A+B)        | 56,321                              | 79.24   | 65,458                              | 172.41  | 168,307                          | 326.74  | 178,750                          | 411.54  |

Note:

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