

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

Bharti AXA Life Insurance Company Limited

Date:

30-Jun-11

*(Rs in Crores)***Business Acquisition through different channels (Individuals)**

Sl.No.	Channels	For the Quarter Ended 30 June 2011		For the Quarter Ended 30 June 2010	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	14,595	21	22,831	39.11
2	Corporate Agents-Banks	-	-	2,120	6.48
3	Corporate Agents -Others	127	1	1,895	7.31
4	Brokers	5,183	9	5,464	18.76
5	Micro Agents	-	-	-	-
6	Direct Business	2,517	7	5,038	13.90
	Total (A)	22,422	38.48	37,348	85.55
1	Referral (B)	-	-	-	-
	Grand Total (A+B)	22,422	38.48	37,348	85.55

Note:

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