

Bharti AXA Life Insurance Company Limited

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

Date: 30-Sep-11

Business Acquisition through different channels (Group)

(Rs in Crores)

Sl.No.	Channels	For the Quarter Ended 30 Sept 2011			For the Quarter Ended 30 Sept 2010			For the Year Ended 30 Sept 2011			For the Year Ended 30 Sept 2010		
		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	-	2,555	7.37	-	2,276	4.35	1	4,610	13.33	-	5,398.00	9.12
4	Brokers												
5	Micro Agents												
6	Direct Business										731		
	Total(A)	-	2,555	7.37	-	2,276	4.35	1	4,610	13.33	731.00	5,398	9.12
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	-	2,555	7.37	-	2,276	4.35	1	4,610	13.33	731.00	5,398	9.12

Note:

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