

PERIODIC DISCLOSURES

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

Bharti AXA Life Insurance Company Limited

Date:

30-Sep-11

(Rs in Crores)

Business Acquisition through different channels (Individuals)

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	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	16,350	26	24,404	51.77	30,945	47	47,235	90.88
2	Corporate Agents-Banks	-	-	1,302	4.14	-	-	3,422	10.61
3	Corporate Agents -Others	2	(0)	1,126	7.08	129	1	3,021	14.39
4	Brokers	5,530	9	5,901	15.34	10,713	18	11,365	34.09
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	4,602	7	6,557	24.50	7,119	15	11,595	38.40
	Total (A)	26,484	42.09	39,290	85.55	48,906	80.57	76,638	188.37
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	26,484	42.09	39,290	85.55	48,906	80.57	76,638	188.37

Note:

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