

Bharti AXA Life Insurance Company Limited

FORM L-38- BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUALS)

Date: 30th June, 2015



(Rs in Crores)

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	For the Quarter Ended 30th June, 2015		For the Quarter Ended 30th June, 2014		For the Year Ended 30th June, 2015		For the Year Ended 30th June, 2014	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	6,078	17.65	5,580	19.13	6,078	18	5,580	19
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	269	0.92	221	0.90	269	1	221	1
4	Brokers	6,343	34.96	7,354	35.39	6,343	35	7,354	35
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	3,042	8.94	3,511	8.07	3,042	9	3,511	8
	Total (A)	15,732	62.46	16,666	63.48	15,732	62.46	16,666	63.48
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	15,732	62.46	16,666	63.48	15,732	62.46	16,666	63.48

Note:

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