

**Bharti AXA Life Insurance Company Limited**

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

Date: 30th September, 2016



(Rs in Crores)

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

Sl.No.	Channels	For the Quarter Ended 30th September, 2016		For the Quarter Ended 30th September, 2015		For the Year Ended 30th September, 2016		For the Year Ended 30th September, 2015	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	8,475	29.18	7,676	24.61	15,773	51	13,754	42
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	1,473	6.36	277	1.13	2,158	9	546	2
4	Brokers	10,247	40.73	7,099	40.00	18,142	77	13,442	75
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	3,137	15.54	3,682	13.85	5,232	25	6,724	23
	Total (A)	23,332	91.81	18,734	79.59	41,305	160.89	34,466	142.05
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>23,332</b>	<b>91.81</b>	<b>18,734</b>	<b>79.59</b>	<b>41,305</b>	<b>160.89</b>	<b>34,466</b>	<b>142.05</b>

Note:

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