

Bharti AXA Life Insurance Company Limited

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

Date: 31st December, 2016



(Rs in Crores)

Business Acquisition through different channels (Group)

Sl.No.	Channels	For the Quarter Ended 31st December, 2016			For the Quarter Ended 31st December, 2015			For the Year Ended 31st December, 2016			For the Year Ended 31st December, 2015		
		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	-	-	-	-	-	-	-	-	-	-	-	-
4	Brokers	-	-	-	-	7	0.00	-	-	-	-	293	0
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	2	12,202	53.65	1	9,851	44.01	3	34,339	163	1	29,601	119.13
	Total(A)	2	12,202	53.65	1	9,858	44.01	3	34,339	162.84	1	29,894	119.29
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	2	12,202	53.65	1	9,858	44.01	3	34,339	162.84	1	29,894	119.29

Note:

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