

FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUAL) - AUDITED

Name of the Insurer: LIC OF INDIA

0

Business Acquisition through Different Channels (Individual)

Date: 04.06.2024

FOR THE QTR ENDED 31.03.2024

| Sl. No. | Channels | For the Quarter - Current Year | | For the Quarter - Previous Year | | Up to the Quarter - Current Year | | Up to the Quarter - Previous Year | |
|---------|------------------------------------|--------------------------------|---------------------|---------------------------------|---------------------|----------------------------------|---------------------|-----------------------------------|---------------------|
| | | No. of Policies | Premium (Rs. Lakhs) | No. of Policies | Premium (Rs. Lakhs) | No. of Policies | Premium (Rs. Lakhs) | No. of Policies | Premium (Rs. Lakhs) |
| 1 | Individual agents | 7700270 | 1828265.56 | 7367951 | 1918289.93 | 19815463 | 5529287.81 | 19779469 | 5640001.67 |
| 2 | Corporate Agents-Banks | 40561 | 53405.44 | 45482 | 55012.85 | 144826 | 164017.41 | 198092 | 174804.06 |
| 3 | Corporate Agents -Others | 11625 | 2387.41 | 9492 | 2387.20 | 28632 | 6131.03 | 28639 | 6063.92 |
| 4 | Brokers | 913 | 4180.75 | 1467 | 2390.51 | 3447 | 11943.61 | 4166 | 5703.64 |
| 5 | Micro Agents | 52227 | 2849.02 | 63588 | 2629.64 | 237744 | 13415.81 | 289772 | 16245.97 |
| 6 | Direct Business | | | | | | | | |
| | - Online (Through Company Website) | 1606 | 2190.91 | 2661 | 2498.91 | 6003 | 8788.67 | 12696 | 7548.18 |
| | - Others | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| 7 | IMF | 2380 | 2353.69 | 5072 | 2585.89 | 11342 | 8971.43 | 19803 | 8117.43 |
| 8 | Common Service Centres | 27268 | 3239.89 | 42152 | 4304.50 | 144989 | 16843.14 | 95455 | 7528.70 |
| 9 | Web Aggregators | | | | | | | | |
| 10 | Point of Sales | 77 | 5.12 | 229 | 18.46 | 527 | 312.66 | 845 | 196.93 |
| 11 | Others (Please Specify) | | | | | | | | |
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| | Total | 7836927 | 1898877.78 | 7538094 | 1990117.89 | 20392973 | 5759711.56 | 20428937 | 5866210.50 |
| | Referral Arrangements | | | | | | | | |