

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

Name of the Insurer: LIC OF INDIA

Business Acquisition through Different Channels (Individual)

Date:
FOR THE QTR ENDED 31.12.2021

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	4900585	1336765.50	4973034	1359856.90	11912812	3457484.76	10758760	3779621.37
2	Corporate Agents-Banks	63225	37974.34	58663	48714.32	139819	83941.23	132005	133547.80
3	Corporate Agents -Others	7216	1009.68	7434	2019.91	18141	3207.60	16250	4865.08
4	Brokers	379	1104.83	328	1174.19	827	1686.79	840	2985.89
5	Micro Agents	289403	9898.72	318231	11991.46	526587	18472.98	567543	23184.76
6	Direct Business								
	- Online (Through Company Website)	3126	3999.91	5692	17485.61	10499	14544.52	16506	52792.33
	- Others	0	0.00	16452	17392.23	0	0.00	36192	51103.60
7	IMF	4960	1028.70	2584	972.01	10584	2864.27	4877	2080.06
8	Common Service Centres	17485	31.98			27634	62.49		
9	Web Aggregators								
10	Point of Sales	395	187.10	0	0.00	1281	319.86	0	0.00
11	Others (Please Specify)								
	Total	5286774	1392000.76	5382418	1459606.63	12648184	3582584.50	11532973	4050180.89

Note:

1. No of Policies stand for no. of policies sold