

PERIODIC DISCLOSURES

FORM L-38 Business Acquisition through different channels (Individuals)

Insurer: LIC OF INDIA

FOR THE QTR ENDED 31.03.2021

(Rs in Lakhs)

Sl.No.	Channels	Business Acquisition through different channels (Individuals)							
		Current Quarter		Same quarter Previous Year		Up to the period		Same period of the previous year	
		No. of Policies	Premium(LACS)	No. of Policies	Premium(LACS)	No. of Policies	Premium(LACS)	No. of Policies	Premium(LACS)
1	Individual agents	8889127	1511375.13	5947830	1238709.06	19647857	5290996.46	20711273	4870011.26
2	Corporate Agents-Banks	80177	42028.41	55516	42657.19	212182	175576.21	214447	144998.12
3	Corporate Agents -Others	8615	1636.14	6030	1068.56	24865	6501.22	24555	4065.27
4	Brokers	714	727.91	365	673.27	1554	3713.80	1418	2760.38
5	IMFS	3432	2205.21	1764	721.46	8309	4285.27	5055	1664.59
6	Micro Agents	424657	12107.59	318094	12179.23	992200	35292.35	859375	22208.97
7	Direct Business	35744	20389.79	24081	18930.76	88472	124285.72	80097	97263.21
	Total (A)	9442466	1590470.17	6353680	1314939.54	20975439	5640651.02	21896220	5142971.80
1	Referral (B)								
	Grand Total (A+B)	9442466	1590470.17	6353680	1314939.54	20975439	5640651.024	21896220	5142971.80

Note:

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

AO
Date:- 12.05.2021

ASST SEC (MKTG / R-CELL)

SECRETARY (MKTG)

CHIEF (MKTG)

EXECUTIVE DIRECTOR (MKTG/PD/SBA)