

PERIODIC DISCLOSURES

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

Insurer: **LIC OF INDIA**

FOR THE QTR ENDED 30.06.2021

(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 (Mktg Deptt)	2235321	782119.81	1838612.00	776344.76	2235321.00	782119.81	1838582.00	776344.76
2	Corporate Agents-Banks (BAC)	16335	10891.32	19472	18085.45	16335	10891.32	19472	18085.45
3	Corporate Agents -Others (BAC)	3604	635.59	2233	433.49	3604	635.59	2233	433.49
4	Brokers (BAC)	123	59.62	156	465.65	123	59.62	156	465.65
5	IMFS (BAC)	2127	744.04	604	191.84	2127	744.04	604	191.84
6	Micro Agents (Micro deptt / BAC)	46029	1313.24	48217	2171.87	46029	1313.24	48247	2171.87
7	Direct Business (Digital Mktg. Deptt)	3974	5392.32	3317	9987.90	3974	5392.32	3317	9987.90
	TOTAL	2307513	801155.94	1912611	807680.96	2307513	801155.94	1912611	807680.96
1	Referral (B)	0	0.00	0	0.00	0	0.00	0	0.00
	Grand Total (A+B)	2307513	801155.94	1912611	807680.96	2307513	801155.94	1912611	807680.96

Note:

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