

## PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA

FOR THE QTR ENDED 31.12.2020

*(Rs in Lakhs)*

Sl.No.	Business Acquisition through different channels (Individuals)								
	Channels	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)	4973034	1359856.90	6695546	1281221.71	10758760	3779621.37	14763443	3628592.70
2	Corporate Agents-Banks (BAC)	58663	48714.32	67025	34645.84	132005	133547.80	158931	102340.93
3	Corporate Agents -Others (BAC)	7434	2019.91	6768	1124.12	16250	4865.08	18525	2996.70
4	Brokers (BAC)	328	1174.19	428	459.69	840	2985.89	1053	2087.11
5	IMFS (BAC)	2584	972.01	2052	545.37	4877	2080.06	3291	943.12
6	Micro Agents (Micro deptt)	318231	11991.46	241609	5266.58	567543	23184.76	541281	10029.74
7	Direct Business (DMKT Deptt)	22144	34877.84	25688	18452.19	52698	103895.93	56016	78332.45
	<b>Total (A)</b>	<b>5382418</b>	<b>1459606.62</b>	<b>7039116</b>	<b>1341715.501</b>	<b>11532973</b>	<b>4050180.89</b>	<b>15542540</b>	<b>3825322.76</b>
1	Referral (B)								
	<b>Grand Total (A+B)</b>	<b>5382418</b>	<b>1459606.62</b>	<b>7039116</b>	<b>1341715.501</b>	<b>11532973</b>	<b>4050180.89</b>	<b>15542540</b>	<b>3825322.76</b>

Note:

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

Executive Director (Mktg/PD/SBA)

Date:- 11/01/2021