

## PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 31.03.2014

*(Rs in Lakhs)*

Business Acquisition through different channels (Individuals)									
Sl.No.	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	4249950	923014.38	12529619	1323959.94	31666937	4001566.41	31735643	4009955.82
2	Corporate Agents-Banks	73090	28162.80	158894	49530.00	427144	115726.49	499468	132368.00
3	Corporate Agents -Others	8648	812.40	32271	2491.00	57605	4381.76	74635	6123.00
4	Brokers	260	193.00	744	205.00	1822	685.38	2266	798.00
5	Micro Agents	238378	1174.49	1846270	3141.82	2205820	8635.77	4340235	9949.05
6	Direct Business	20238	11178.80	34736	12390.00	121102	46763.80	103204	34183.00
	Total (A)	4590564	964535.87	14602534	1391717.76	34480430	4177759.61	36755451	4193376.87
1	Referral (B)	0	0.00	0	0.00	0	0.00	0	0.00
	Grand Total (A+B)	4590564	964535.87	14602534	1391717.76	34480430	4177759.61	36755451	4193376.87

Note:

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