

PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 30.06.2010

(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	6225860	1262370.74	5569297	586002.99	6225860	1262370.74	5569297	586002.99
2	Corporate Agents-Banks	51446	16273.00	76755	6278.00	51446	16273.00	76755	6278.00
3	Corporate Agents -Others	49853	3899.00	33967	2251.00	49853	3899.00	33967	2251.00
4	Brokers	2161	801.00	2168	1301.00	2161	801.00	2168	1301.00
5	Micro Agents	278714	656.03	222447	492.09	278714	656.03	222447	492.09
6	Direct Business								
	Total (A)	6608034	1283999.77	5904634	596325.08	6608034	1283999.77	5904634	596325.08
1	Referral (B)	9937	3211.00	305	39.00	9937	3211.00	305	39.00
	Grand Total (A+B)	6617971	1287210.77	5904939	596364.08	6617971	1287210.77	5904939	596364.08

Note:

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