

## PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 31.12.2011

*(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	7238943	935509.73	7414704	1056458.83	<b>18798002</b>	<b>2427393.99</b>	<b>20795496</b>	<b>3702364.62</b>
2	Corporate Agents-Banks	126974	29461.52	79501	18913.00	<b>292461</b>	<b>62727.52</b>	<b>224146</b>	<b>59717.00</b>
3	Corporate Agents -Others	35975	1827.28	57892	2871.00	<b>88991</b>	<b>5301.28</b>	<b>164107</b>	<b>10756.00</b>
4	Brokers	2472	172.40	1534	350.00	<b>4554</b>	<b>781.40</b>	<b>4671</b>	<b>1535.00</b>
5	Micro Agents	1053633	2440.00	638748	1107.99	2420695	7136.17	1490384	2876.71
6	Direct Business	22789	6234.00			<b>55442</b>	<b>14104.00</b>	<b>0</b>	<b>0.00</b>
	Total (A)	8480786	975644.93	8192379	1079700.82	21660145	2517444.36	22678804	3777249.33
1	Referral (B)	0	0.00	12773	1955.00	<b>0</b>	<b>0.00</b>	<b>33692</b>	<b>8447.00</b>
	Grand Total (A+B)	8480786	975644.93	8205152	1081655.82	21660145	2517444.36	22712496	3785696.33

Note:

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