FORM L-38 BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (INDIVIDUAL)

Name of the Insurer: LIC OF INDIA **Date: 18.01.2024**

Business Acquisition through Different Channels (Individual) **FOR / UPTO THE QTR ENDED 31.12.2023**

Sl. No.	Channels	For the Quarter - Current Year		For the Quarter - Previous Year		Up to the Quarter - Current Year		Up to the Quarter - Previous Year	
		No. of Policies	Premium (Rs. Lakhs)	No. of Policies	Premium (Rs. Lakhs)	No. of Policies	Premium (Rs. Lakhs)	No. of Policies	Premium (Rs. Lakhs)
1	Individual agents	4347429	1284291.43	4364341	1367377.28	12115193	3701022.25	12411518	3721711.75
2	Corporate Agents-Banks	36120	45788.37	43776	45616.59	104265	110611.97	152610	119791.21
3	Corporate Agents -Others	6151	1235.30	7190	1250.92	17007	3743.62	19147	3676.72
4	Brokers	793	3189.91	1366	1071.72	2534	7762.86	2699	3313.13
5	Micro Agents	67089	4084.05	65563	5389.88	185517	10566.79	226184	13616.33
6	Direct Business	0	0.00						
	- Online (Through Company Website)	1462	2399.45	3511	1872.27	4397	6597.76	10035	5049.27
	- Others								
7	IMF	2297	2352.11	4727	1922.69	8962	6617.74	14731	5531.54
8	Common Service Centres	33803	3868.22	41125	3138.24	117721	13603.25	53303	3224.20
9	Web Aggregators	0	0.00						
10	Point of Sales	177	24.94	215	83.45	450	307.54	616	178.47
11	Others (Please Specify)	0	0	0	0	0	0	0	0.00
	Total	4495321	1347233.78	4531814	1427723.03	12556046	3860833.78	12890843	3876092.61
	Referral Arrangements								