

## PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 30.06.2011

*(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	5061451	723177.85	6225860	1262370.74	5061451	723177.85	6225860	1262370.74	
2	Corporate Agents-Banks	65911	10634.00	51446	16273.00	65911	10634.00	51446	16273.00	
3	Corporate Agents -Others	26778	1667.00	49853	3899.00	26778	1667.00	49853	3899.00	
4	Brokers	1280	252.00	2161	801.00	1280	252.00	2161	801.00	
5	Micro Agents	403283	764.01	278714	656.03	403283	764.01	278714	656.03	
6	Direct Business	13542	3680	0	0	13542	3680.00	0	0.00	
	<b>Total (A)</b>	<b>5572245</b>	<b>740174.86</b>	<b>6608034</b>	<b>1283999.77</b>	<b>5572245</b>	<b>740174.86</b>	<b>6608034</b>	<b>1283999.77</b>	
1	Referral (B)	0	0.00	9937	3211.00	0	0.00	9937	3211.00	
	<b>Grand Total (A+B)</b>	<b>5572245</b>	<b>740174.86</b>	<b>6617971</b>	<b>1287210.77</b>	<b>5572245</b>	<b>740174.86</b>	<b>6617971</b>	<b>1287210.77</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