

PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 31.03.2012

(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	12419408	1689305.98	12548260	1416640.65	31217410	4116699.97	33343756	5119005.27
2	Corporate Agents-Banks	162836	47061.00	107981	35585.00	455297	109788.52	332127	95302.00
3	Corporate Agents -Others	42555	3921.00	140753	7830.00	131546	9222.28	304860	18586.00
4	Brokers	1581	958.00	2644	441.00	6135	1739.40	7315	1976.00
5	Micro Agents	1406088	2835.19	1460851	1513.20	3826783	9971.36	2951235	4389.91
6	Direct Business	32136	12310.00	22505	6078.00	87578	26414.00	22505	6078.00
	Total (A)	14064604	1756391.17	14282994	1468087.85	35724749	4273835.53	36961798	5245337.18
1	Referral (B)	0	0.00	16787	3818.00	0	0.00	50479	12265.00
	Grand Total (A+B)	14064604	1756391.17	14299781	1471905.85	35724749	4273835.53	37012277	5257602.18

Note:

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