

PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 31.12.2013

(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	11611648	1380562.67	7594170	822721.00	27416987	3078552.03	19206024	2685995.88
2	Corporate Agents-Banks	130199	38090.71	132964	33280.00	354054	87563.69	340574	82838.00
3	Corporate Agents -Others	26814	1840.41	15274	1365.00	48957	3569.36	42364	3632.00
4	Brokers	722	233.84	422	144.00	1562	492.38	1522	593.00
5	Micro Agents	859900	3404.8	1222763	2818.71	1967442	7461.28	2493965	6807.23
6	Direct Business	39768	16701.00	29877	8778.00	100864	35585.00	68468	21793.00
	Total (A)	12669051	1440833.43	8995470	869106.71	29889866	3213223.74	22152917	2801659.11
1	Referral (B)	0	0.00			0	0.00	0	0.00
	Grand Total (A+B)	12669051	1440833.43	8995470	869106.71	29889866	3213223.74	22152917	2801659.11

Note:

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