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

Name of the Insurer: LIC OF INDIA

Date: 23.07.2024

Business Acquisition through Different Channels (Individual)

FOR THE QTR ENDED : 30/06/2024

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	3469789	1136822.51	3119525	1006828.00	3469789	1136822.51	3119525	1006828.00
2	Corporate Agents-Banks	21183	30772.65	25109	25035.33	21183	30772.65	25109	25035.33
3	Corporate Agents -Others	5140	1074.44	4176	956.63	5140	1074.44	4176	956.63
4	Brokers	1281	3387.91	713	2122.15	1281	3387.91	713	2122.15
5	Micro Agents	38257	2354.20	32106	1636.64	38257	2354.20	32106	1636.64
6	Direct Business								
	- Online (Through Company Website)	1054	1662.65	1310	1785.99	1054	1662.65	1310	1785.99
	- Others	604	4967.81			604	4967.81		
7	IMF	2230	2888.54	3208	2037.86	2230	2888.54	3208	2037.86
8	Common Service Centres	25961	3003.00	30068	3511.77	25961	3003.00	30068	3511.77
9	Web Aggregators	0	0.00	0	0.00	0	0.00	0	0.00
10	Point of Sales	20	0.82	86	3.62	20	0.82	86	3.62
11	Others (Please Specify)	0	0.00	0	0.00	0	0.00	0	0.00
	Total	**3565519**	**1186934.53**	**3216301**	**1043917.99**	**3565519**	**1186934.53**	**3216301**	**1043917.99**
	Referral Arrangements								