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

Name of the Insurer: LIC OF INDIA **Date: 07.02.2025**

Business Acquisition through Different Channels (Individual) **FOR / UPTO THE QTR ENDED 31.12.2024**

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	2435383	1201200.39	4347429	1284291.43	11356416	4012503.402	12115193	3701022.25
2	Corporate Agents-Banks	24808	59741.21	36120	45788.37	82596	145163.84	104265	110611.97
3	Corporate Agents -Others	2443	717.11	6151	1235.30	15908	3259.88	17007	3743.62
4	Brokers	752	2021.62	793	3189.91	3451	10341.95	2534	7762.86
5	Micro Agents	66691	3623.23	67089	4084.05	171515	10111.00	185517	10566.79
6	Direct Business			0	0.00				
	- Online (Through Company Website)	1081	1097.65	1462	2399.45	3578	4459.14	4397	6597.76
	- Others	974	6585.53			2695	20338.59		
7	IMF	3199	12882.80	2297	2352.11	8939	23852.78	8962	6617.74
8	Common Service Centres	4749	655.11	33803	3868.22	65357	7665.35	117721	13603.25
9	Web Aggregators			0	0.00				
10	Point of Sales	5	0.34	177	24.94	50	2.58	450	307.54
11	Others (Please Specify)								
	Total	2540085	1288525	4495321	1347233.78	11710505	4237698.51	12556046	3860833.78
	Referral Arrangements								