

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

Name of the Insurer: LIC OF INDIA

Business Acquisition through Different Channels (Individual)

Date:

FOR / UPTO THE QTR ENDED 30.09.2021

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	4776872	1338211.75	5785726	2419764.47	7012193	2120331.59	5785726	2419764.5
2	Corporate Agents-Banks	60259	35075.57	53870	66748.03	76594	45966.89	73342	84833.48
3	Corporate Agents -Others	7321	1562.33	6583	2411.68	10925	2197.92	8816	2845.17
4	Brokers	325	522.34	356	1346.05	448	581.96	512	1811.7
5	Micro Agents	191155	7261.03	201095	9021.43	237184	8574.27	249312	11193.3
6	Direct Business								
	- Online (Through Company Website)	2777	2100.86	6460	21448.93	6144	4910.86	9209	29276.11
	- Others	622	3051.43	14995	28652.12	1229	5633.74	21345	39741.96
7	IMF	3497	1091.53	1689	916.21	5624	1835.57	2293	1108.05
8	Common Service Centres	10149	30.5	0	0	10149	30.5	0	0
9	Web Aggregators	0	0	0	0	0	0	0	0
10	Point of Sales	920	520.45	0	0	920	520.45	0	0
11	Others (Please Specify)								
	Total	5053897	1389427.79	6070774	2550308.92	7361410	2190583.75	6150555	2590574.27
	Referral Arrangements								

Note:

1. No of Policies stand for no. of policies sold