

PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 30.09.2013

(Rs in Lakhs)

Sl.No.	Business Acquisition through different channels (Individuals)								
	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	11141366	1123275.65	6626010	995626.11	15805339	1697989.36	11611854	1863274.88
2	Corporate Agents-Banks	137240	33340.00	131320	33917.00	223855	49472.98	207610	49558.00
3	Corporate Agents -Others	12412	978.00	12868	1085.00	22143	1728.95	27090	2267.00
4	Brokers	476	163.00	516	281.00	840	258.54	1100	449.00
5	Micro Agents	831474	2636.53	892469	2555.18	1107542	4056.48	1271202	3988.52
6	Direct Business	38024	12834.00	21914	7293.00	61096	18884.00	38591	13015.00
	Total (A)	12160992	1173227.18	7685097	1040757.29	17220815	1772390.31	13157447	1932552.40
1	Referral (B)	0	0.00	0	0.00	0	0	0	0.00
	Grand Total (A+B)	12160992	1173227.18	7685097	1040757.29	17220815	1772390.31	13157447	1932552.40

Note:

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