

FORM L-38 Business Acquisition through different channels (Individuals)Insurer: **LIC OF INDIA**

FOR THE QTR ENDED 30.09.2017(PROV)

(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	4452493	1206615.27	4198183	988988.10	7999380	2003781.68	7768031	1694824.63
2	Corporate Agents-Banks	43959	39347.13	46768	21510.55	68549	56343.95	71503	31028.65
3	Corporate Agents -Others	8036	1079.17	5725	877.33	12930	1608.88	9974	1435.84
4	Brokers	515	433.94	128	557.21	844	974.01	246	635.77
5	Micro Agents	130553	490.3	116265	426.23	199783	738.77	175715	622.14
6	Direct Business	17524	27875.7	14195	14012.78	31331	42499.74	25218	23013.40
	Total (A)	4653080	1275841.51	4381264	1026372.20	8312817	2105947.03	8050687	1751560.43
1	Referral (B)	0	0	0	0	0	0	0	0
	Grand Total (A+B)	4653080	1275841.51	4381264	1026372.20	8312817	2105947.03	8050687	1751560.43

Note:

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