

PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 30.09.2014

(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	4198681	835515.40	11141366	1123275.65	6894661	1490481.80	15805339	1697989.36
2	Corporate Agents-Banks	86158	24381.12	137240	33340.00	147177	39699.32	223855	49472.98
3	Corporate Agents -Others	9085	903.55	12412	978.00	16498	1563.54	22143	1728.95
4	Brokers	210	196.11	476	163.00	371	226.26	840	258.54
5	Micro Agents	89839	361.49	831474	2636.53	165381	687.83	1107542	4056.48
6	Direct Business	20221	11027.89	38024	12834.00	35554	19241.07	61096	18884.00
	Total (A)	4404194	872385.56	12160992	1173227.18	7259642	1551899.82	17220815	1772390.31
1	Referral (B)	0	0.00	0	0.00	0	0	0	0
	Grand Total (A+B)	4404194	872385.56	12160992	1173227.18	7259642	1551899.82	17220815	1772390.31

Note:

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