

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

Name of the Insurer: LIC OF INDIA

Business Acquisition through Different Channels (Individual)

Date: 30.01.2023

FOR / UPTO THE QTR ENDED 31.12.2022

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	4364341	1367377.28	4900585	1336765.50	12411518	3721711.75	11912812	3457484.76
2	Corporate Agents-Banks	43776	45616.59	63225	37974.34	152610	119791.21	139819	83941.23
3	Corporate Agents -Others	7190	1250.92	7216	1009.68	19147	3676.72	18141	3207.6
4	Brokers	1366	1071.72	379	1104.83	2699	3313.13	827	1686.79
5	Micro Agents	65563	5389.88	289403	9898.72	226184	13616.33	526587	18472.98
6	Direct Business								
	- Online (Through Company Website)	3511	1872.27	3126	3999.91	10035	5049.27	10499	14544.52
	- Others								
7	IMF	4727	1922.69	4960	1028.7	14731	5531.54	10584	2864.27
8	Common Service Centres	41125	3138.24	17485	31.98	53303	3224.20	27634	62.49
9	Web Aggregators								
10	Point of Sales	215	83.45	395	187.10	616	178.47	1281	319.86
11	Others (Please Specify)								
	Total	4531814	1427723.03	5286774	1392000.76	12890843	3876092.61	12648184	3582584.50
	Referral Arrangements								

Note:

- No of Policies stand for no. of policies sold