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

Name of the Insurer: LIC OF INDIA **Date:**

Business Acquisition through Different Channels (Individual) **FOR THE QTR ENDED 30.09.2023**

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	4648239	1409902.82	4453414	1295719.48	7767764	2416730.82	8047177	2354334.47
2	Corporate Agents-Banks	43036	39788.27	70539	47112.49	68145	64823.60	108834	74174.62
3	Corporate Agents -Others	6680	1551.69	7127	1774.52	10856	2508.32	11957	2425.80
4	Brokers	1028	2450.80	1047	1577.82	1741	4572.95	1333	2241.41
5	Micro Agents	86322	4846.10	125288	5930.12	118428	6482.74	160621	8226.45
6	Direct Business								
	- Online (Through Company Website)	1625	2412.32	3829	1544.00	2935	4198.31	6524	3177.00
	- Others								
7	IMF	3457	2227.77	4908	2943.78	6665	4265.63	10004	3608.85
8	Common Service Centres	53850	6223.26	10889	75.42	83918	9735.03	12178	85.96
9	Web Aggregators								
10	Point of Sales	187	278.98	224	24.21	273	282.60	401	95.02
11	Others (Please Specify)								
	Total	4844424	1469682.01	4677265	1356701.84	8060725	2513600.00	8359029	2448369.58
	Referral Arrangements								