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 : 30/09/2024

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	5451244	1674480.49	4648239	1409902.82	8921033	2811303.00	7767764	2416730.82
2	Corporate Agents-Banks	36605	54649.98	43036	39788.27	57788	85422.63	68145	64823.60
3	Corporate Agents -Others	8325	1468.33	6680	1551.69	13465	2542.77	10856	2508.32
4	Brokers	1418	4932.42	1028	2450.80	2699	8320.33	1741	4572.95
5	Micro Agents	66567	4133.57	86322	4846.10	104824	6487.77	118428	6482.74
6	Direct Business								
	- Online (Through Company	1443	1698.84	1625	2412.32	2497	3361.49	2935	4198.31
	- Others	1117	8785.25			1721	13753.06		
7	IMF	3510	8081.44	3457	2227.77	5740	10969.98	6665	4265.63
8	Common Service Centres	34647	4007.24	53850	6223.26	60608	7010.24	83918	9735.03
9	Web Aggregators	0	0.00						
10	Point of Sales	25	1.42	187	278.98	45	2.24	273	282.60
11	Others (Please Specify)								
	Total	5604901	1762238.98	4844424	1469682.01	9170420	2949173.51	8060725	2513600.00
	Referral Arrangements								