

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

Name of the Insurer: LIC OF INDIA

Business Acquisition through Different Channels (Individual)

Date:

FOR / UPTO THE QTR ENDED 30.09.2022

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	4453414	1295719.48	4776872	1338211.75	8047177	2354334.47	7012193	2120331.59
2	Corporate Agents-Banks	70539	47112.49	60259	35075.57	108834	74174.62	76594	45966.89
3	Corporate Agents -Others	7127	1774.52	7321	1562.33	11957	2425.80	10925	2197.92
4	Brokers	1047	1577.82	325	522.34	1333	2241.41	448	581.96
5	Micro Agents	125288	5930.12	191155	7261.03	160621	8226.45	237184	8574.27
6	Direct Business								
	- Online (Through Company Website)	3829	1544.00	2777	2100.86	6524	3177.00	6144	4910.86
	- Others			622	3051.43			1229	5633.74
7	IMF	4908	2943.78	3497	1091.53	10004	3608.85	5624	1835.57
8	Common Service Centres	10889	75.42	10149	30.50	12178	85.96	10149	30.50
9	Web Aggregators			0	0			0	0
10	Point of Sales	224	24.21	920	520.45	401	95.02	920	520.45
11	Others (Please Specify)								
	Total	4677265	1356701.84	5053897	1389427.79	8359029	2448369.58	7361410	2190583.75
	Referral Arrangements								

Note:

- No. of Policies stand for no. of policies sold