

PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 30.06.2012

(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	4985844	867648.77	5061451	723177.85	4985844	867648.77	5061451	723177.85
2	Corporate Agents-Banks	76290	15641.00	65911	10634.00	76290	15641.00	65911	10634.00
3	Corporate Agents -Others	14222	1182.00	26778	1667.00	14222	1182.00	26778	1667.00
4	Brokers	584	168.00	1280	252.00	584	168.00	1280	252.00
5	Micro Agents	378733	1433.34	403283	764.01	378733	1433.34	403283	764.01
6	Direct Business	16677	5722.00	13542	3680.00	16677	5722.00	13542	3680.00
	Total (A)	5472350	891795.11	5572245	740174.86	5472350	891795.11	5572245	740174.86
1	Referral (B)	0	0.00	0	0.00	0	0.00	0	0.00
	Grand Total (A+B)	5472350	891795.11	5572245	740174.86	5472350	891795.11	5572245	740174.86

Note:

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