

PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA

Date:

FOR THE QTR ENDED 31.03.2011

(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	12548260	1416640.65	13866443	1998228.17	33343756	5119005.27	36099854	4924460.97
2	Corporate Agents-Banks	107981	35585.00	119393	32663.00	332127	95302.00	465276	82682.00
3	Corporate Agents -Others	140753	7830.00	114723	8130.00	304860	18586.00	253371	17417.00
4	Brokers	2644	441.00	4206	1211.00	7315	1976.00	11099	4316.00
5	Micro Agents	1460851	1513.20	872778	1243.70	2951235	4389.91	1985145	3615.65
6	Direct Business	22505	6078.00	0	0	22505	6078.00	0	0
	Total (A)	14282994	1468087.85	14977543	2041475.87	36961798	5245337.18	38814745	5032491.62
1	Referral (B)	16787	3818.00	12780	5935.00	50479	12265.00	23908	8877.00
	Grand Total (A+B)	14299781	1471905.85	14990323	2047410.87	37012277	5257602.18	38838653	5041368.62

Note:

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