

## PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 30.09.2010

*(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	7154932	1383535.05	7496500	953737.72	13380792	2645905.79	13065797	1539740.71
2	Corporate Agents-Banks	93199	24531.00	213892	23355.00	144645	40804	290647	29633
3	Corporate Agents -Others	56362	3986.00	77493	4956.00	106215	7885	111460	7207
4	Brokers	976	384.00	4155	1720.00	3137	1185	6323	3021
5	<b>Micro Agents</b>	<b>572922</b>	<b>1112.69</b>	<b>363446</b>	<b>826.12</b>	851636	1768.72	585893	1318.21
6	Direct Business								
	Total (A)	7878391	1413548.74	8155486	984594.84	14486425	2697548.51	14060120	1580919.92
1	Referral (B)	10982	3281.00	4253	711.00	20919	6492	4558	750
	<b>Grand Total (A+B)</b>	<b>7889373</b>	<b>1416829.74</b>	<b>8159739</b>	<b>985305.84</b>	<b>14507344</b>	<b>2704040.51</b>	<b>14064678</b>	<b>1581669.92</b>

Note:

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