

PERIODIC DISCLOSURES

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

Insurer: LIC OF INDIA Date: FOR THE QTR ENDED 31.12.2014

(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	4871129	736612.51	11611648	1380562.67	11765790	2227094.31	27416987	3078552.03
2	Corporate Agents-Banks	78293	28607.26	130199	38090.71	225470	68306.58	354054	87563.69
3	Corporate Agents -Others	9145	1035.12	26814	1840.41	25643	2598.66	48957	3569.36
4	Brokers	229	339.73	722	233.84	600	565.99	1562	492.38
5	Micro Agents	78482	331.39	859900	3404.80	243863	1019.22	1967442	7461.28
6	Direct Business	20921	10435.88	39768	16701.00	56475	29676.95	100864	35585.00
	Total (A)	5058199	777361.89	12669051	1440833.43	12317841	2329261.71	29889866	3213223.74
1	Referral (B)	0	0.00	0	0.00	0	0.00	0	0.00
	Grand Total (A+B)	5058199	777361.89	12669051	1440833.43	12317841	2329261.71	29889866	3213223.74

Note:

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