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

Name of the Insurer: LIC OF INDIA

Date: 26.05.2023

Business Acquisition through Different Channels (Individual)

FOR THE QTR ENDED 31.03.2023

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	7367951	1918289.93	8728604	1821459.10	19779469	5640001.67	20641416	5278943.86
2	Corporate Agents-Banks	45482	55012.85	76699	60158.43	198092	174804.06	216518	144099.66
3	Corporate Agents -Others	9492	2387.20	10219	1858.96	28639	6063.92	28360	5066.56
4	Brokers	1467	2390.51	665	1156.28	4166	5703.64	1492	2843.07
5	Micro Agents	63588	2629.64	205420	7319.38	289772	16245.97	732007	25792.36
6	Direct Business								
	- Online (Through Company Website)	2661	2498.91	5121	2386.38	12696	7548.18	13933	8881.07
	- Others	0	0.00	420	2267.01	0	0.00	2107	10316.84
7	IMF	5072	2585.89	7066	5063.81	19803	8117.43	17650	7928.08
8	Common Service Centres	42152	4304.50	35853	97.18	95455	7528.70	63487	159.67
9	Web Aggregators								
10	Point of Sales	229	18.46	444	382.20	845	196.93	1725	702.06
11	Others (Please Specify)								
	Total	7538094	1990117.89	9070511	1902148.73	20428937	5866210.50	21718695	5484733.23
	Referral Arrangements								