

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

Name of the Insurer: LIC OF INDIA
Business Acquisition through Different Channels (Individual)

Date: 29.04.2025
FOR / UPTO THE QTR ENDED 31.03.2025

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	6002231	1845096.59	7700270	1828265.56	17358647	5857599.99	19815463	5529287.81
2	Corporate Agents-Banks	42707	112510.54	40561	53405.44	125303	257674.38	144826	164017.41
3	Corporate Agents -Others	4386	928.13	11625	2387.41	20294	4188.01	28632	6131.03
4	Brokers	1032	4091.58	913	4180.75	4483	14433.53	3447	11943.61
5	Micro Agents	7041	799.76	52227	2849.02	178556	10910.76	237744	13415.81
6	Direct Business	0	0.00						
	- Online (Through Company	1426	1638.90	1606	2190.91	5004	6098.04	6003	8788.67
	- Others	1049	6794.04	0	0.00	3744	27132.63	0	0.00
7	IMF	5546	29915.45	2380	2353.69	14485	53768.23	11342	8971.43
8	Common Service Centres	7026	969.69	27268	3239.89	72383	8635.04	144989	16843.14
9	Web Aggregators	0	0.00						
10	Point of Sales	26	16.29	77	5.12	76	18.87	527	312.66
11	Others (Please Specify)								
	Total	6072470	2002760.98	7836927	1898877.79	17782975	6240459.49	20392973	5759711.57
	Referral Arrangements								