

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

Name of the Insurer: LIC OF INDIA

Business Acquisition through Different Channels (Individual)

Date: 22.07.2025

FOR THE QTR ENDED : 30/06/2025

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	2999427	1154452.19	3469789	1136822.51	2999427	1154452.19	3469789	1136822.51
2	Corporate Agents-Banks	19080	52897.42	21183	30772.65	19080	52897.42	21183	30772.65
3	Corporate Agents -Others	1958	428.42	5140	1074.44	1958	428.42	5140	1074.44
4	Brokers	1116	7547.56	1281	3387.91	1116	7547.56	1281	3387.91
5	Micro Agents	9614	710.32	38257	2354.20	9614	710.32	38257	2354.20
6	Direct Business								
	- Online (Through Company Webs	777	1626.65	1054	1662.65	777	1626.65	1054	1662.65
	- Others	1037	8096.22	604	4967.81	1037	8096.22	604	4967.81
7	IMF	3964	24207.64	2230	2888.54	3964	24207.64	2230	2888.54
8	Common Service Centres	2730	400.80	25961	3003.00	2730	400.80	25961	3003.00
9	Web Aggregators			0	0.00			0	0.00
10	Point of Sales	6	0.42	20	0.82	6	0.42	20	0.82
11	Others (Please Specify)								
	Total	3039709	1250367.63	3565519	1186934.53	3039709	1250367.63	3565519	1186934.53
	Referral Arrangements								