

**LIC CARDS SERVICES LIMITED
NEW DELHI**

Review of Business Performance as on 31.03.2021

S. No	Budget Head	Budget for F.Y. 2020-21	Actual for F.Y. 2020-21	% to budget
	Number of Cards	40,000	23770	59.43%
	Total Revenue			
1	Revenue from Sale of Cards	3,80,00,000	3,48,20,100	91.63
2	Revenue from Spends	4,20,00,000	5,56,92,165	132.60
3	Income from Activation of Cards	39,00,000	34,40,050	88.21
4	Income from Gift Card	19,00,000	17,18,077	90.43
5	Income from Sodexo Meal Cards	72,00,000	98,56,355	136.89
6	Interest & Other Income	70,00,000	1,33,76,850	191.10
	Total Revenue	10,00,00,000	11,89,03,597	118.90

Review of Financial Performance as on 31.03.2021

(Amount in Lakhs)

Particulars	Budget 2020-21	01.04.2020 to 31.03.2021	01.04.2019 to 31.03.2020	Growth (%age)
Sourcing Fees from Cards	380.00	348.20	707.73	-50.80
Income from Spends	420.00	556.92	486.28	14.53
Income from Activization	39.00	34.40	79.14	-56.53
Income from Gift Card	19.00	17.18	20.11	-14.58
Income from Sodexo Meal Cards	72.00	98.56	105.21	-6.31
Interest & Other Income	70.00	133.77	89.40	49.63
Total Income	1000.00	1189.03	1487.87	-20.08
Employees' Salary (including Meal vouchers)	378.40	352.94	327.09	7.90
Commission and incentives to Sales Representatives & CSM	301.90	227.75	501.85	-54.62
Other Marketing Expenses	35.00	15.33	33.45	-54.17
Operating, Administrative and Other expenses	109.97	63.35	124.22	-51.79
Total Expenses	825.27	659.37	986.61	-33.17
Net Profit Before Tax	174.73	529.66	501.26	5.67

Bifurcation of Cards Bank-wise and Card Variant as on 31.03.2021

Type of Cards	Axis Bank		Union Bank of India		Total for LIC CSL	
	2020-21	2019-20	2020-21	2019-20	2020-21	2019-20
Gold Card	0	0	0	42	0	42
Titanium Card	5	179	0	0	5	179
Platinum Card	9139	51601	3	154	9142	51755
Signature Card	14583	16810	0	0	14583	16810
Total cards issued	23727	68590	3	196	23730	68786
Growth %	-65.41%		-0.98%		-65.50%	

Segment-wise Analysis of Cards issued from 01.04.2020 to 31.03.2021

Agents		Employees		Policy-Holders		Other Segments (Card to card)		Total Cards issued	
2020-21	2019-20	2020-21	2019-20	2020-21	2019-20	2020-21	2019-20	2020-21	2019-20
84	5366	1268	1796	15936	61624	6442	0	23730	68786
0.35%	7.80%	5.34%	2.61%	67.16%	89.59%	27.15%	0.00%	100%	100%

Highlights of Important Parameters:

Sl.	Parameter	Current Year	Last Year	Growth
1	New Business (Number of cards)	23730	68786	65.50%
2	Sourcing Fees (Amt in lacs)	348.20	707.73	-50.80
3	Spends Related Revenue (Amt in lacs)	556.92	486.28	14.53
4	Portfolio size (Number of Cards)	347787	324057	7.32%