

PERIODIC DISCLOSURES

FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Date: 31st Dec 2010

(Rs in Lakhs)

Sl.No.	Channels	Business Acquisition through different channels							
		Current Quarter		Same quarter Previous Year		Up to the period		Same period of the previous year	
		No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	27,715	2,318	12,945	981	86,569	7,048	58,317	5,383
2	Corporate Agents-Banks	70,740	6,028	216,715	14,849	348,625	26,714	593,489	36,873
3	Corporate Agents -Others	0	0	0	0	0	0	0	0
4	Brokers	19,742	4,349	23,631	3,200	59,840	12,305	35,217	7,734
5	Micro Agents	0	0	0	0	0	0	0	0
6	Direct Business	309,804	16,466	37,285	3,021	784,527	36,681	150,117	15,891
	Total (A)	428,001	29,161	290,577	22,051	1,279,561	82,748	837,141	65,881
1	Referral (B)	0	0			0	0		
	Grand Total (A+B)	428,001	29,161	290,577	22,051	1,279,561	82,748	837,141	65,881

Note:

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

