

NL-40-CHANNEL WISE PREMIUM

FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Company Limited Date: 31-Mar-11

(₹ in Lakhs)

Sl.No.	Business Acquisition through different channels		
	Channels	Current Quarter	
		No. of Policies	Premium
1	Individual agents	129810	10409
2	Corporate Agents	374593	29533
	Corporate Agents-Banks	51715	3380
3	Corporate Agents -Others	0	0
4	Brokers	85918	16848
5	Micro Agents	0	0
6	Direct Business	1067610	54227
	Total (A)	1709648	114399
1	Referral (B)	0	0
	Grand Total (A+B)	1709648	114399

Note:

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