

## PERIODIC DISCLOSURES

### FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Date: 30th Sep 2011

(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	41,307	4,484	30,775	2,338	84,023	9,867	58,854	4,730
2	Corporate Agents-Banks	35,472	2,432	89,954	7,066	86,810	5,499	277,885	20,686
3	Corporate Agents -Others	69,454	4,653	0	0	93,679	7,926	0	0
4	Brokers	33,066	5,965	21,812	4,167	56,188	11,135	40,098	7,956
5	Micro Agents	89	1,721	0	0	129	5,610		
6	Direct Business	193,566	16,244	346,995	13,845	391,023	31,234	474,723	20,215
	Total (A)	372,954	35,498	489,536	27,416	711,852	71,271	851,560	53,587
1	Referral (B)	0	0			0	0	0	0
	Grand Total (A+B)	372,954	35,498	489,536	27,416	711,852	71,271	851,560	53,587

Note:

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

