

PERIODIC DISCLOSURES

FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Date: 31/Mar/2014

(Rs in Lakhs)

| Sl.No. | Business Acquisition through different channels | | | | | | | | |
|--------|---|-----------------|---------|----------------------------|---------|------------------|---------|----------------------------------|---------|
| | 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 | 51,571 | 3,622 | 51,101 | 4,340 | 184,920 | 14,531 | 185,190 | 15,570 |
| 2 | Corporate Agents-Banks | 22,113 | 1,677 | 31,667 | 2,368 | 91,095 | 8,035 | 112,314 | 10,366 |
| 3 | Corporate Agents -Others | 43,475 | 3,803 | 218,884 | 7,425 | 190,503 | 15,606 | 464,504 | 30,279 |
| 4 | Brokers | 196,047 | 17,110 | 77,170 | 22,479 | 730,361 | 71,894 | 406,585 | 67,807 |
| 5 | Micro Agents | 4 | 1 | 4 | 1 | 13 | 5 | 461 | 2268 |
| 6 | Direct Business | 87,481 | 8,840 | 68,208 | 6,088 | 335,755 | 33,633 | 416,694 | 29,711 |
| | Total (A) | 400,691 | 35,053 | 447,034 | 42,700 | 1,532,647 | 143,704 | 1,585,748 | 156,001 |
| 1 | Referral (B) | 0 | 0 | | | 0 | 0 | 0 | 0 |
| | Grand Total (A+B) | 400,691 | 35,053 | 447,034 | 42,700 | 1,532,647 | 143,704 | 1,585,748 | 156,001 |

Note:

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

