

## FORM NL-40 - BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS

Registration No. 102



Date of Registration with the IRDA: 23.10.2000

Insurer: **ROYAL SUNDARAM ALLIANCE INSURANCE COMPANY LIMITED**

Date: **30-Sep-14**

(Rs in Lakhs)

### Business Acquisition Through Different Channels

Sl.No.	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	43,135	5,154	47,827	3,722	88,648	8,875	87,327	7,448
2	Corporate Agents-Banks	22,265	1,668	23,321	2,051	43,562	3,592	47,881	4,221
3	Corporate Agents -Others	39,527	3,519	38,821	3,510	81,078	7,502	98,859	7,560
4	Brokers	182,767	17,673	160,987	16,941	390,615	39,887	342,057	37,042
5	Micro Agents	4	2	3	1	6	2	6	2
6	Direct Business	94,694	8,265	89,680	7,015	169,281	17,145	150,222	16,585
	Total (A)	382,392	36,282	360,639	33,240	773,190	77,002	726,352	72,858
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>382,392</b>	<b>36,282</b>	<b>360,639</b>	<b>33,240</b>	<b>773,190</b>	<b>77,002</b>	<b>726,352</b>	<b>72,858</b>

Note:

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