

PERIODIC DISCLOSURES

FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Date: 31/Dec/2013

(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	55,216	3,460	44,463	3,276	136,621	10,908	134,089	11,231
2	Corporate Agents-Banks	26,524	2,137	25,161	2,042	71,314	6,358	80,647	7,998
3	Corporate Agents -Others	55,429	4,243	100,730	8,980	147,879	11,803	245,620	22,854
4	Brokers	199,433	17,743	170,444	19,010	518,996	54,785	329,415	45,328
5	Micro Agents	4	2	197	1,004	10	3	457	2267
6	Direct Business	118,059	8,208	50,785	3,865	257,136	24,793	341,699	23,623
	Total (A)	454,664	35,793	391,780	38,177	1,131,956	108,651	1,131,927	113,301
1	Referral (B)	0	0			0	0	0	0
	Grand Total (A+B)	454,664	35,793	391,780	38,177	1,131,956	108,651	1,131,927	113,301

Note:

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

