

## 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: **31-Mar-15**

(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	77,354	6,528	51,571	3,622	216,613	19,074	184,920	14,531
2	Corporate Agents-Banks	21,253	1,954	22,113	1,677	85,150	7,339	91,095	8,035
3	Corporate Agents -Others	49,369	3,948	43,475	3,803	174,035	15,236	190,503	15,606
4	Brokers	137,591	17,117	196,047	17,110	756,213	78,348	730,361	71,894
5	Micro Agents	58	566	4	1	65	569	13	5
6	Direct Business	163,221	12,082	87,481	8,840	409,317	36,355	335,755	33,633
	Total (A)	448,846	42,195	400,691	35,053	1,641,392	156,920	1,532,647	143,704
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>448,846</b>	<b>42,195</b>	<b>400,691</b>	<b>35,053</b>	<b>1,641,392</b>	<b>156,920</b>	<b>1,532,647</b>	<b>143,704</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