

PERIODIC DISCLOSURES

FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Date: 30th Sept 2010

(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	30,775	2,338	27113	2538	58,854	4,730	45,372	4402
2	Corporate Agents-Banks	89,954	7,066	195429	11140	277,885	20,686	376,774	22024
3	Corporate Agents -Others	0	0	0	0	0	0	0	0
4	Brokers	21,812	4,167	2124	2155	40,098	7,956	11586	4534
5	Micro Agents	0	0						
6	Direct Business	346,995	13,845	61507	7087	474,723	20,215	112832	12870
	Total (A)	489,536	27,416	286,173	22,920	851,560	53,587	546,564	43,830
1	Referral (B)	0	0			0	0		
	Grand Total (A+B)	489,536	27,416	286,173	22,920	851,560	53,587	546,564	43,830

Note:

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

