

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-13

(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	51,101	4,340	45,368	4,934	185,190	15,570	175,660	19,858
2	Corporate Agents-Banks	31,667	2,368	53,498	3,593	112,314	10,366	168,222	10,549
3	Corporate Agents -Others	218,884	7,425	8,975	602	464,504	30,279	164,951	11,995
4	Brokers	77,170	22,479	54,051	9,386	406,585	67,807	163,863	27,739
5	Micro Agents	4	1	116	-197	461	2,268	326	7,388
6	Direct Business	68,208	6,088	257,092	22,531	416,694	29,711	832,498	70,450
	Total (A)	447,034	42,700	419,100	40,849	1,585,748	156,001	1,505,520	147,979
1	Referral (B)			0	0	0	0	0	0
	Grand Total (A+B)	447,034	42,700	419,100	40,849	1,585,748	156,001	1,505,520	147,979

Note:

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