

## 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-Dec-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	50,611	3,671	55,216	3,460	139,259	12,546	136,621	10,908
2	Corporate Agents-Banks	20,335	1,794	26,524	2,137	63,897	5,385	71,314	6,358
3	Corporate Agents -Others	43,588	3,786	55,429	4,243	124,666	11,288	147,879	11,803
4	Brokers	228,007	21,344	199,433	17,743	618,622	61,231	518,996	54,785
5	Micro Agents	1	0	4	2	7	3	10	3
6	Direct Business	76,815	7,128	118,059	8,208	246,096	24,272	257,136	24,793
	Total (A)	419,356	37,723	454,664	35,793	1,192,546	114,725	1,131,956	108,651
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>419,356</b>	<b>37,723</b>	<b>454,664</b>	<b>35,793</b>	<b>1,192,546</b>	<b>114,725</b>	<b>1,131,956</b>	<b>108,651</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