

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-12**

(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	44,463	3,276	46,269	5,057	134,089	11,231	130,292	14,925
2	Corporate Agents-Banks	25,161	2,042	27,914	1,458	80,647	7,998	114,724	6,956
3	Corporate Agents -Others	100,730	8,980	62,297	3,466	245,620	22,854	155,976	11,392
4	Brokers	170,444	19,010	53,624	7,218	329,415	45,328	109,812	18,353
5	Micro Agents	197	1,004	81	1,975	457	2,267	210	7,585
6	Direct Business	50,785	3,865	184,383	16,684	341,699	23,623	575,406	47,918
	Total (A)	391,780	38,177	374,568	35,859	1,131,927	113,301	1,086,420	107,130
1	Referral (B)	0	0			0	0	0	0
	Grand Total (A+B)	391,780	38,177	374,568	35,859	1,131,927	113,301	1,086,420	107,130

Note:

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