

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: **30-Sep-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	47,827	3,722	51,712	3,883	87,327	7,448	89,626	7,955
2	Corporate Agents-Banks	23,321	2,051	28,822	802	47,881	4,221	55,486	5,957
3	Corporate Agents -Others	38,821	3,510	64,422	4,553	98,859	7,560	144,890	13,874
4	Brokers	160,987	16,941	15,965	10,714	342,057	37,042	158,971	26,318
5	Micro Agents	3	1	176	1,032	6	2	260	1,263
6	Direct Business	89,680	7,015	239,372	14,730	150,222	16,585	290,914	19,758
	Total (A)	360,639	33,240	400,469	35,714	726,352	72,858	740,147	75,125
1	Referral (B)	0	0	0	0	0	0	0	0
	Grand Total (A+B)	360,639	33,240	400,469	35,714	726,352	72,858	740,147	75,125

Note:

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