

PERIODIC DISCLOSURES

FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Date: 31st Dec 2011

(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	46,269	5,057	27,715	2,318	1,30,292	14,925	86,569	7,048
2	Corporate Agents-Banks	27,914	1,458	70,740	6,028	1,14,724	6,956	3,48,625	26,714
3	Corporate Agents -Others	62,297	3,466	0	0	1,55,976	11,392	0	0
4	Brokers	53,624	7,218	19,742	4,349	1,09,812	18,353	59,840	12,305
5	Micro Agents	81	1,975	0	0	210	7,585	0	0
6	Direct Business	1,84,383	16,684	3,09,804	16,466	5,75,406	47,918	7,84,527	36,681
	Total (A)	3,74,568	35,859	4,28,001	29,161	10,86,420	1,07,130	12,79,561	82,748
1	Referral (B)	0	0			0	0	0	0
	Grand Total (A+B)	3,74,568	35,859	4,28,001	29,161	10,86,420	1,07,130	12,79,561	82,748

Note:

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