

PERIODIC DISCLOSURES

FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance
Insurance Company Ltd

Date: 31-03-2010

(Rs in Lakhs)

Sl.No.	Business Acquisition through different channels				
	Channels	Current Year		Previous Year	
		No. of Policies	Premium	No. of Policies	Premium
1	Individual agents	83606	7449	90313	7260
2	Corporate Agents	742492	48796	732192	41110
3	Corporate Agents-Banks	0	0	0	0
4	Corporate Agents -Others	0	0	0	0
5	Brokers	67858	11022	46737	8377
6	Micro Agents	0	0	0	0
7	Direct Business	272242	24044	190515	23589
	Total (A)	1166198	91310	1059757	80336
1	Referral (B)	0	0	0	0
	Grand Total (A+B)	1166198	91310	1059757	80336

Note:

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