

PERIODIC DISCLOSURES

FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Company Limited

Date: 31st March'2012

(Rs in Lakhs)

Sl.No.	Business Acquisition through different channels								
	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	45,368	4,934	43,242	3,361	175,660	19,858	129,810	10,409
2	Corporate Agents-Banks	53,498	3,593	0	0	168,222	10,549	51,715	3,380
3	Corporate Agents -Others	8,975	602	77,684	6,198	164,951	11,995	374,593	29,533
4	Brokers	54,051	9,386	26,078	4,543	163,863	27,739	85,918	16,848
5	Micro Agents	116	-197			326	7,388		
6	Direct Business	257,092	22,531	276,042	17,549	832,498	70,450	1,067,610	54,227
	Total (A)	419,100	40,849	423,046	31,650	1,505,520	147,979	1,709,646	114,397
1	Referral (B)	0	0			-	-	0	0
	Grand Total (A+B)	419,100	40,849	423,046	31,650	1,505,520	147,979	1,709,646	114,397

Note:

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