

## 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-Jun-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	39,500	3,726	35,668	4,072	39,500	3,726	35,668	4,072
2	Corporate Agents-Banks	24,560	2,170	26,664	6,254	24,560	2,170	26,664	6,254
3	Corporate Agents -Others	60,038	4,050	80,484	9,946	60,038	4,050	80,484	9,946
4	Brokers	181,070	20,102	145,206	13,579	181,070	20,102	145,206	13,579
5	Micro Agents	3	1	84	231	3	1	84	231
6	Direct Business	60,542	9,570	51,572	5,328	60,542	9,570	51,572	5,328
	Total (A)	365,713	39,618	339,677	39,411	365,713	39,618	339,677	39,411
1	Referral (B)	0	0	0	0	0	0	0	0
	<b>Grand Total (A+B)</b>	<b>365,713</b>	<b>39,618</b>	<b>339,677</b>	<b>39,411</b>	<b>365,713</b>	<b>39,618</b>	<b>339,677</b>	<b>39,411</b>

Note:

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