

## PERIODIC DISCLOSURES

### FORM NL-40 Business Acquisition through different channels

Insurer: Royal Sundaram Alliance Insurance Date: 30th June 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        | 42,716  | 5,384   | 28079                      | 2392    | 42,716           | 5,384   | 28079                            | 2392    |
| 2      | Corporate Agents-Banks   | 51,338  | 3,067   | 51715                      | 3380    | 51,338           | 3,067   | 51715                            | 3380    |
| 3      | Corporate Agents -Others | 24,225  | 3,273   | 136216                     | 10240   | 24,225           | 3,273   | 136216                           | 10240   |
| 4      | Brokers                  | 23,122  | 5,170   | 18286                      | 3789    | 23,122           | 5,170   | 18286                            | 3789    |
| 5      | Micro Agents             | 40  | 3,888   |                            |         | 40               | 3,888   |                                  |         |
| 6      | Direct Business          | 197,457   | 14,991  | 127728                     | 6370    | 197,457          | 14,991  | 127728                           | 6370    |
|        | Total (A)                | 338,898   | 35,773  | 362,024                    | 26,171  | 338,898          | 35,773  | 362,024                          | 26,171  |
| 1      | Referral (B)             | 0   | 0       |                            |         | 0                | 0       | 0                                | 0       |
|        | Grand Total (A+B)        | 338,898   | 35,773  | 362,024                    | 26,171  | 338,898          | 35,773  | 362,024                          | 26,171  |

Note:

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

