

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-Sep-12**

(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	51,712	3,883	41,307	4,484	89,626	7,955	84,023	9,867
2	Corporate Agents-Banks	28,822	802	35,472	2,432	55,486	5,957	86,810	5,499
3	Corporate Agents -Others	64,422	4,553	69,454	4,653	144,890	13,874	93,679	7,926
4	Brokers	15,965	10,714	33,066	5,965	158,971	26,318	56,188	11,135
5	Micro Agents	176	1,032	89	1,721	260	1,263	129	5,610
6	Direct Business	239,372	14,730	193,566	16,244	290,914	19,758	391,023	31,234
	Total (A)	400,470	35,714	372,954	35,498	740,147	75,124	711,852	71,271
1	Referral (B)	0	0			0	0	0	0
	Grand Total (A+B)	400,470	35,714	372,954	35,498	740,147	75,124	711,852	71,271

Note:

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