



बीमा विनियामक और विकास प्राधिकरण  
**INSURANCE REGULATORY AND  
DEVELOPMENT AUTHORITY**

**CIRCULAR**

Ref: IRDA/LIFE/ADVT/CIR//82/09/2013

September 10, 2013

To  
All the CEOs of Life Insurers,

**Re: Advertisements - Life Insurance Products**

Attention is invited to Regulation 2 (d) of IRDA (Insurance Advertisements and Disclosures) Regulations, 2000 & Section 41 of Insurance Act, 1938.

A review of the advertisements, especially internet advertisements reveals the necessity to improve the compliance with the spirit of provisions of the above referred Regulations and Act provisions. Another recent trend observed is of advertisements showing the combination of benefits of more than one product.

Therefore, in order to enhance the extant transparency of the Insurance Advertisements, and to improve compliance to the extant Regulations and Act provisions in spirit, the Authority stipulates the following measures to be complied with by all life insurers:


1. Life Insurance Advertisements should not offer, as inducement, any award / reward points, discounts and rebates, except those approved by the Authority as part of product features, either from Insurance Company directly or through arrangement with any third party involving any expense outgo to the Insurer.
2. Where more than one product and combination of their benefits are offered in a single advertisement, **there shall be a complete disclosure of all the related particulars of Individual Products, inter alia, a reference to the respective product names and UIN, a caveat advising the prospect to refer the detailed sales literature of the respective individual products, segregated premium particulars of each product.**

3. Such advertisements as described in (2) above should contain a specific declaration as "Advertisement Disclaimer" on Top in BOLD [not less than Font size 7].

**"This advertisement is designed for combination of Benefits of two or more individual and separate products named (1) \_\_\_\_ (2) \_\_\_\_ (3) \_\_\_\_ (as applicable) etc. The Customer has the choice of purchasing any one or more products as per his/her need and choice and there is no compulsion whatsoever that these products are to be taken together as suggested by the Insurer and presented in this advertisement. The customer is expected to ask questions, understand and satisfy himself that the combination meets his/her specific needs better before deciding to purchase the combination. This Benefit Illustration is the arithmetic combination and chronological listing of combined benefits of individual products. The customer is advised to refer the detailed sales brochure of respective individual products mentioned herein."**

4. A certificate by the Appointed Actuary must be enclosed at the time of filing of advertisements as described in (2) with the authority which will state –
- i) The benefit illustration shown by combining the benefits of more than one products is nothing but the arithmetical Combination of all the individual product benefit illustrations (state product names and UIN) as approved by the Authority and is a proper chronological and combined listing of the benefits of two or more individual products.
  - ii) The benefit illustration shown in the advertisements truly and fairly represents the combined benefits of individual products and does not in any way exaggerate the same.
5. All Life Insurers shall ensure that any insurance advertisements used by insurance agents/intermediaries are duly approved as per the provisions of Regulation 6 of IRDA (Insurance Advertisements) Regulations, 2000 and filed with IRDA in accordance with Circular Ref: IRDA/LIFE/MISC/CIR/154/07/2012 dt. 17th July, 2012.
6. IRDA Linked & IRDA Non-Linked Product Regulations 2013, as applicable to Linked/Non-Linked Products being part of the Combination, need to be complied with.

The above instructions come into force with immediate effect.

  
(Sudhin Roy Chowdhury)  
Member (Life)