



CC Dept, Central Office, Mumbai.

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Ref: CC/Adv-t-reg/2014

October 9, 2014

To

**ALL MARKETING OFFICIALS,  
DEVELOPMENT OFFICERS,  
AGENTS OF LIC OF INDIA.**

**RE: STRICT ADHERENCE TO ADVERTISEMENTS' REGULATIONS**

As on date Insurance advertisements are regulated by the following 3 major documents issued by IRDA:

- 1) IRDA (Insurance Advertisement & Disclosure) Regulations, 2000 dtd. 14.07.2000.
- 2) IRDA Circular ref : 007/IRDA/CIR/ADV/MAY-07 dtd. 14.05.2007.
- 3) IRDA Circular ref : IRDA/LIFE/ADVT/CIR/182/09/2013 dtd. 10.09.2013.

All persons who intend to communicate to the public regarding LIC should ensure that the communication conforms to the guidelines contained in these 3 documents. The salient features of these guidelines are:

- (i) The term 'insurance advertisement' includes leaflets, flyers, website, email, phone call and business card among other things.
- (ii) Only IRDA authorized advertisements can be issued to public.
- (iii) Any advertisement issued by any intermediary should be approved by the insurance company in writing.
- (iv) Any change in an advertisement would be considered a new advertisement. Hence, approval must be taken from relevant authority.
- (v) Potential benefits should not be highlighted without giving a fair indication of risks.
- (vi) Tax benefit should not be mentioned without stating that they are subject to changes in tax laws.

- (viii) Do not denigrate or damage the reputation of the competitor in the industry.
- (ix) If more than one product and combination of their benefits are offered in a single advertisement, there should be complete disclosure of all individual products and segregated premium of each product should be shown.
- (x) Such advertisements for combination of products should contain a specific disclaimer as given in IRDA Circular dtd. 10.09.2013. All combination product advertisements should be approved by the Appointed Actuary of the company.

These are only some of the points which must be known by all intermediaries. For complete guidelines on this matter, please refer to the 3 documents of IRDA mentioned above which are attached with this communication.

  
Executive Director (CC)

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Enclosures: As mentioned above.