



भारतीय बीमा विनियामक और विकास प्राधिकरण  
INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA

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Launch of Registration module for Insurance Marketing Firm

The Insurance Regulatory and Development Authority of India (IRDAI) notified the IRDAI(Registration of Insurance Marketing Firm) Regulations, 2015 in January 2015 making the entry of Insurance Marketing Firm(IMF) as the new distribution channel in the insurance space. The IMF is an entity registered by the IRDAI to solicit or procure insurance products, to undertake insurance service activities and also to distribute other financial products as specified in the regulations by employing individuals licensed to market, distribute and service such other financial products.

In order to facilitate the applicants to apply for registration on an online basis and also to process the application for issue of registration, the IRDAI has developed an application located at <http://imf.irda.gov.in>.

The application has been launched by Shri T.S. Vijayan, Chairman, IRDAI today i.e. 26<sup>th</sup> May, 2015. This user friendly application has many features such as registration as user, request of NOC for the purpose of registering with ROC, filing of application, filing of returns, processing of application, issuance of certificate of registration etc. The user can view the status of their application and seek enquiries through this module. The users can also get the guidance and help from the module on how to use the same with a click of a button. This application can be accessed through the link provided above.

This module is expected to minimize the manual intervention and reduce the Turn-around-Time for issuance of Certificate of Registration to prospective IMFs considerably. It is expected to give a fillip to the distribution of insurance products in a cost effective manner to cater to the needs of the insuring public.

The IRDAI acknowledges the contribution of M/s. Karvy, Hyderabad in the development of this application.