



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

No. IRDA/CAD/CIR/MISC/024/01/2014

17th January, 2014

C I R C U L A R

Re: Use of taglines by registered insurers/licensed entities

The Authority, hereby, directs all licensed entities soliciting insurance business to mention their identity and contact details. Any person who is found to be guilty of misleading the prospect on any insurance product will be viewed seriously.

Further, it has been decided that henceforth all the registered insurers and licensed intermediaries will print the following text at the bottom of all their advertisements (both institutional and insurance advertisements) and other publicity material including policy documents, premium receipts, renewal notice, bill boards/display boards and logos released through print or electronic media.

For insurers ... IRDA Regn. No. _____
For intermediaries ... IRDA License No. _____

Please note that in any case font size of the above text should not be less than 9.

(DD Singh)
Member (Distribution)

To All Insurers & licensed intermediaries