



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

CIRCULAR

Ref: IRDAI/LIFE/CIR/ADV/255/12/2016

December 21, 2016

The Chairman / CEOs of all Life Insurers

Filing of Health Insurance Advertisements by Life Insurers

At present, the life insurers are filing advertisements of both Life and Health related products with Life Department of the Authority on BAP portal. In order to facilitate the review of all Health Insurance advertisements by Health Department, the life insurers are hereby advised to file advertisements pertaining to Health Products and combined advertisements for Health and Life products with Health Department of the Authority through BAP portal.

Till the required changes in the BAP portal are carried out, the advertisements may be filed in physical format with the Authority addressed to DGM, Health Department.

The provisions of this circular should be followed with immediate effect.

Member (Life)