



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

IRDA/HLT/WRN/ORD/150/08/2015
August 20, 2015

Shri V. JAGANNATHAN
Chairman cum Managing Director
Star Health & Allied Insurance Co. Ltd.,
1, New Tank Street,
Valluvar Kottam High Road, Nungambakkam
CHENNAI - 600034

Dear Sir,

**Re: Advertisement in the Economic Times -
Mumbai Edition dated 8th May 2015**

This has reference to the captioned Advertisement released by your company claiming that "Star Health Insurance Ranks No.1 among all Private General and Health insurance companies in India in Health Segment (FY 2014-15)".

On reviewing the same, it is noticed that the said Advertisement is in violation of Clause (5.3) of IRDA circular no. 007/IRDA/CIR/ADV/MAY-07 dated 14th may 2007 which states that 'No claim of ranking by an insurance company, as regards its position in the insurance market, based on any criteria (like premium income or number of policies or branches or claims settlements etc.,) is permissible in any of the advertisements.'

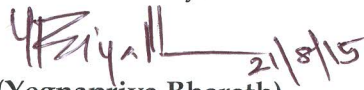
Bringing these violations to the notice of your company, the Authority vide letter ref: IRDA/Health/SHAI/Ads/1 dated June 8, 2015 called for an explanation. In response, your company vide letter dated 15th June 2015 regretted and also assured that the mistake will not recur in future.

After examining the above submissions, a Show Cause Notice was issued vide Authority's letter ref: IRDAI/Health/Advt/ SCN/ SHAI/2015/1 dated 27th July, 2015, on the above violation. In response your company admitted that by oversight the mistake has happened and regretted for the same.

After examining your submission on the above, it is to state that issuing any advertisement in violation of the regulatory stipulations will potentially mislead the prospects and any subsequent regrets of the Insurer cannot exonerate from the violations committed. In light of the above, your company is hereby warned for the above violations. You are also directed to comply with the provisions of Advertisement Regulations, Guidelines and Circulars issued by the Authority while releasing insurance advertisements.

Please acknowledge the receipt of this letter and confirm the compliance.

Yours faithfully,


(Yegnapriya Bharath)
Joint Director (Health)