



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

Ref: IRDA/INT/CIR/PSP/158/08/2016

Date: 9th August, 2016

Circular

To

All CEOs of General Insurers, Health Insurers and Insurance Intermediaries.

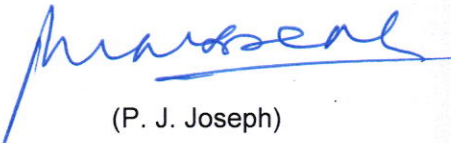
Sub: Clarification - Addition of Products for sale through POS

Reference is drawn to IRDAI circular Ref: IRDA/INT/CIR/PSP/139/07/2016 dated 13th July, 2016 adding products for sale through POS. On the circular the Authority has received representation from some insurers seeking clarification on POS marketing Government sponsored Insurance Schemes without any sum insured limit.

In this regard, it is clarified that:

1. The meaning of the phrase "*without any limit on Sum Insured*" is that in all Government sponsored Insurance Schemes, whatever actual sum insured and premium is stipulated in respective scheme, the same will continue with no change.
2. As regards crop insurance, by allowing POS to sell the product without sum insured limit, all we mean is that the POS can sell Government Sponsored Crop Insurance Schemes offered by an insurer which covers the crop of the policyholder, over the area of the insured field. However, the sum insured/premium/ premium rate per crop/unit area/tree, as the case maybe, remains what is notified under the respective Government sponsored Insurance Schemes without any change.
3. "Pradhan Mantri Jeevan Suraksha Bima Yojana" may be read as "Pradhan Mantri Suraksha Bima Yojana (PMSBY)". While PMSBY is linked to the bank account and currently only banks sell the product by debiting directly the account of the insured, there may be other Government Sponsored Insurance Schemes which are allowed to be marketed through agents or insurance intermediaries. In such cases the POS can solicit and market the schemes for which they will be entitled to commission or remuneration as per norms.

4. In the 4th line of the first para, please 24th July, 2016 with 24th June, 2016.



(P. J. Joseph)

Member (Non-Life)