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The Zonal Managers,  
All Sr./Divisional Managers,  
Management Development Centre,  
Audit & Inspection.

**Re: Campaign for Revival of lapsed policies from 11/12/2017 to 28/02/2018 for Individual policies.**

It has been decided to launch a second Special Revival Campaign from 11/12/2017 to 28/02/2018 for lapsed Individual policies.

**The terms and conditions of Revival Campaign is as below:**

**1. Eligibility of policies**

- Lapsed policies under all type of plans are eligible except Micro insurance Plans. ULIP policies under Plan 802,803,804,811,835 which are discontinued as per policy conditions are eligible for revival.
- Policies which are in lapsed condition for more than 6 months from FUP as on date of revival.
- Policies issued through all distribution channels.
- Policies which are in lapsed condition during the premium paying term and not completed policy term as on the date of revival.
- Policies under Plan 805 and 806 can be revived within 1 year from FUP.
- Revival of policies with FUP more than 5 years as on the date of revival will be done as per the rules. However such policies will be eligible for late fee concession as per rules.

**Concession in late fee**

Total Receivable Premium	% late fee concession	Maximum Concession allowed
Up to Rs.1,00,000	20%	Rs.1500
From 1,00,000 to 3,00,000	25%	Rs.2000
From 3,00,001 and above	30%	Rs.2500

- Concession in late fee will be allowed only for policies where policyholder pays all arrears of premium with interest and revival requirements if any, up to the date of revival.
- Concession in late fee will be allowed for all types of revival including SB-cum-Revival, Loan-cum-Revival, and Instalment Revival.
- **Concession in late fee will not be allowed to policies which were revived by availing late fee concession during the revival campaigns in 2014-15, 2015-16, 2016-17 and first revival campaign of 2017.**
- In case of any shortfall of interest (late fee) after allowing the concession in late fee, provision to create x-charge as per present rules is allowed.
- Concession in late fee will also be allowed under policies where no evidence of health will be required i.e spot revival.

- Late fee concession will also be allowed where the arrears of premium for revival is in policy deposit and adjustment of the same is done during the campaign period after receipt of revival requirements.
- Under some plans like plan 91, 128, 174, 179 wherein the policyholder can pay one or two instalments of premium with interest instead of paying all arrears of premium, concession in late fee will not be allowed for such part payment. Needless to add that if all arrears of premiums with interest are paid during campaign period, then concession in late fee will be allowed as per rule.

## **2. Concession in Health Requirements**

The policy can be revived on submission of satisfactory declaration of good health (DGH) instead of regular health requirements, provided the following three conditions are satisfied:

- a. Premium under the policy has been paid for atleast full 5 years as on date of revival and the Age of the life assured is 45 years or less as on the date of revival (nearer birthday) irrespective of sum to be revived.
- b. The Policy has been accepted/ revived at Ordinary rates or with extra other than on health/ build ground.
- c. In Declaration of good health (DGH) submitted by policyholder, there is no adverse information about health or personal history.

## **3. Exclusions for granting concession in health Requirements:**

- Concession in health requirements will not be allowed to policies, which were revived by claiming health concessions during the campaigns for revival of lapsed policy in 2014-15, 2015-16, 2016-17 and the first campaign of 2017.
- Term assurance plans, high risk plans will be excluded.
- In addition to above plans, any policy issued with term rider or critical illness rider will also be excluded.

Policies which are not eligible for concession in health requirements " as mentioned at Para 2 " are to be revived by calling for usual health requirements based on age and sum to be revived as on the date of revival as per present underwriting guidelines. However such policies will be eligible for concession in late fee, if applicable.

## **Other instructions in respect of campaign for revival of lapsed Individual policies :**

- The program for one time extraction will be given by SDC to Divisional Office. This will be required for extracting total revivable policies.
- Separate programs will be given to print the letters to all the policyholders. Two separate letters will be generated.
  1. For the policies issued on or before 31.12.2013
  2. For the policies issued on or after 01.01.2014
- Users will be required to print the individual letters to policyholders informing about the revival campaign. Zones to ensure that Division and Branches are taking proper care to dispatch the letters to policyholders promptly.
- On extraction of data, agent wise list of lapsed policies will be extracted in PDF format and will be sent on the available e mail address.
- Option will be provided in e-feap, to print the list of lapsed policies for any agent as per request.

- Option will be available at Divisional office to print the list of lapsed policies for agents attached to Direct Marketing, B & AC channels.

These lists can also be given to the Agents on request. For printing of these lists, the option will be available as: - E-feap → system administrator → core team member → revival campaign → revival campaign agent wise list.

- Each Division should arrange for printing of FLEX boards giving information of revival campaign in regional language. Same should be displayed in each Branch, Satellite and Mini Office.
- Field Force should be informed about revival campaign by conducting the meeting where information about this campaign should be given. Also wide publicity should be given at local level. Branch Manager should make all efforts to involve marketing force in this campaign.
- Divisional office should give wide publicity in local print media as per rule.
- Facility to track the progress of revival campaign will be provided through MIS option. After completion of campaign period, all Branch offices should extract the final figures for campaign through e-feap option and send the same to Division for consolidation. In turn Divisions should submit the consolidated data to respective Zone for onward submission to Central office.

**Submission of Aadhaar and PAN/Form 60 may be insisted for revival of policies during the Campaign.**

- For allotment of lapsed orphan policies, all Branches should refer the provisions of circular issued by Marketing dept of Central Office dt. 28/3/2014 ref:- CO/Mktg/ZD/08/2014. During the campaign period, list of lapsed policies for terminated agents may be utilized for this purpose.

**Instructions regarding Special Revival Campaign for Health Insurance Policies will be issued by HI Department/CO separately.**

Kindly bring these instructions to the notice of all offices under your jurisdiction also ensure mass participation of our field force for the maximum success of this campaign.



**Executive Director (CRM)**