



MARKETING DEPARTMENT, HEAD OFFICE

All Regional In charges	Our Ref : HO/ Mktg: Dated : 06-09-2010.
-------------------------	--

Re : Prize Scheme for Agents for selling Individual Health Policies.

Since the sale of Individual Health policy needs to be augmented to balance the ICR under Health portfolio, it has been decided that a Prize Scheme for selling Individual Health policies targeting the individuals upto the age of 50 years will be launched from 1st October ,2010 to 31st December,2010.

The details of the prize Scheme are as under:-

Period - 1st October 2010 to 31st December 2010

Scheme applicability -

1. All variants of Individual Health Policy including OMP (except Varishtha Arogya and Parivar Mediclaim Policy)
2. Scheme will be applicable to fresh proposals only and the age of proposers/policy holders should be upto 50 years. In case of policy issued to a family, the age of the oldest insured person should be upto 50 years.
3. Health policy under Jan Arogya, UHIS, Sampurna Arogya & Micro Insurance product will not qualify for the Scheme.
5. Minimum premium under each policy should not be less than Rs.2500/-.

Type of Scheme - Gift Vouchers

Amount of Gift Vouchers - In respect of policies -

Premium Amount	Gift Amount
Premium from Rs.2500/- to Rs.3000/-	Rs.275/-
Premium from Rs.3001/- to Rs.3500/-	Rs.325/-
Premium from Rs.3501/- to Rs.4000/-	Rs.375/-
Premium from Rs.4001/- to Rs.5000/-	Rs.450/-
Premium from Rs.5001/- to Rs.6000/-	Rs.550/-
Premium above Rs.6000/-	Rs.650/-

Release Of Gift Vouchers: 1st week of every succeeding month **by Regional office.**

Reporting of Progress : Regions are required to submit Monthly progress report on the prescribed format (copy enclosed) to find out the effectiveness of the scheme.

Needless to mention that the operating offices will adopt suitable safeguards and follow all the underwriting norms as circulated by Technical department from time to time.

Kindly circulate the scheme to all operating offices under your control and ensure that all the agents under your Region are made aware of the scheme.

(G.C.Gaylong)
Deputy General Manager.

CC To : All Corporate Management