Ref: CO/CRM/723/23  January 10, 2009

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

Re:  Special Campaign for Revival of lapsed policies
From 19th January, 2009 to 28th February, 2009

It has been decided to launch a Special Campaign for revival of lapsed policies from 19.1.2009 to 28.02.2009. During the Campaign period, revival of eligible policies will be effected on concessional terms. A wide publicity may be accorded to the Campaign to ensure its success.

1) The following terms and conditions are prescribed for this Special Campaign of Revival:

(I) All Policies which are in LAPSED condition for less than 5 (five) years from FUP as on date of revival during the Campaign period are eligible for revival under the special revival campaign subject to the terms shown in the Table given below.

Policies will be revived on submission of Declaration of Good Health as per Form No.680 or Form No. 700 (Full DGH) as the case may be, for the sum to be revived on all the policies held together on single life as shown in the Table below.

Policies with health extra shall be revived with the requirements of evidence of health as per manual.

<table>
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<th>Age nearer birthday as on 19.1.2008</th>
<th>Maximum Sum to be revived per life (Rs.)</th>
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<td>50 years or less</td>
<td>5,00,000</td>
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<tr>
<td>over 50 years and up to 55 years</td>
<td>3,00,000</td>
</tr>
<tr>
<td>56 years and over but less than 60 years</td>
<td>1,00,000</td>
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The policies on single life where S.A to be revived exceed the limits shown in the Table above, then such policies can be revived only on submission of usual requirements of evidence of health.
(II) All policies which have acquired Paid-Up Value by paying at least three full years premium under the policy and are in lapsed condition for more than 5 years but less than 7 years from FUP as on the date of revival during Campaign period may be taken up for revival.

Please note that there will be no maximum limit of Sum to be revived as given for 1-(I) above.

All such policies will be revived during the campaign with **FULL HEALTH REQUIREMENTS** as per Manual provisions.

(III) Policies that are issued with Critical Illness Rider or Term Rider and policies issued under certain plans are not allowed to be revived under the Campaign. A list of those plans is given separately under the heading of **excluded plans**.

However, under criteria 1(I), those plans may be considered for revival during the campaign with **FULL HEALTH REQUIREMENTS** as per Manual provisions.

**Excluded Plans :**

(a) **Guaranteed Addition Plans:**

(b) **The plans providing high level of guarantees:**
- Jeevan Suraksha (T.No. 122) with or without life cover

(c) **High risk plans :**
2) **Concession of Late Fee:**

Concession of **20%** of the total **LATE FEE** will be allowed on each **policy** revived during the campaign under any of the above eligibility criteria i.e. 1- (I), 1- (II) and 1-(III) subject to **maximum waiver of Rs 10, 000/- only** and other conditions as follows;

- Concession in **LATE FEE** offered under the Special Revival Campaign for revival is **restricted to two times during the currency of the policy.** It means policies which have earlier been revived twice under the Special Revival Campaign **shall not** be eligible for late fee concession under the present Campaign.

- In case of any shortfall of interest (late fee) after allowing the waiver of interest, X- charge can be created as per the available limits.

- The late fee concession may be allowed to the policyholders under all Janaraksha policies who pay arrears of premium during the period of Special Campaign for revival of lapsed policies provided the arrears of premium are paid in lump sum at the time of revival.

- Under revival without any evidence of good health during the period of Campaign (i.e. revivals across the cash counter), the concession of waiver of late fee is **not to be allowed.**

- Under loan cum revival and SB cum revival cases the late fee concessions can be allowed.

At the end of the Campaign, the Zonal Office should furnish **Division-wise cumulative data** for the entire campaign period latest by **15th March, 2009** under the following headings;

1) Total No. of policies revived  
2) Amount of premium collected  
3) Amount of interest collected  
4) Amount of interest waived
3) **Preparatory work:**

A program is provided by CO-IT for printing letters which should be sent to the policyholders who can avail the benefit under the said campaign. Each branch must print and dispatch these letters latest by 15\(^{th}\) January.

There will be two sets of letters to be sent to two groups of the customers. The sample letters are available on CO-CRM site. Please note that in the letters addressed to the policyholders we have named the scheme 1(I) as **REVIVE-EASY scheme** and the scheme 1(II) as **REVIVE-RELATIONSHIP Scheme**.

The campaign activities shall be closely monitored by the Manager (CRM).

Executive Director (CRM)