



बीमा विनियामक और विकास प्राधिकरण  
INSURANCE REGULATORY AND  
DEVELOPMENT AUTHORITY

Date: 4/1/2010

Mr. Ajay Srinivasan  
Managing Director  
Birla Sunlife Insurance Company  
Limited, One India Bulls Centre,  
Tower 1, 16<sup>th</sup> Floor, Jupiter Mill Compound  
841, Senapati Bapat Marg  
Elphinstone Road, Mumbai-400 013

Dear Sir,

Re: Inspection of Your Corporate Office 2007-08

A comprehensive market conduct inspection of your company was carried out by the officials of the Authority from 12/11/2007 to 23/11/2007. Your compliance on the findings of the inspection were called vide our letter dated 5/2/2008. After the receipt of your replies and its review it was decided by the competent authority to issue a show-cause notice to your company vide our letter dated 31/7/2008. On going through your replies and personal submissions it was decided by the competent authority to drop the following charges and accordingly you have been informed vide our letter dated 13/4/2009.

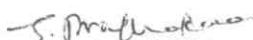
1. Deviation from File & Use:
2. Pending Proposals
3. Free look Cancellations
4. Complaint Management
5. Claims
6. Partner ship Insurance:

However a final show-cause notice was issued on 2/1/2009, for deviation in referral arrangements.

We received your reply for the above show-cause vide your letter dated 30/1/2009. We also received your letter dated 18/11/2009 wherein you have informed that 25 referral partners are terminated and one has been converted into a corporate agent. Vide your letter dated 18/12/2009 you have confirmed that you have terminated the remaining referral entity on 5/12/2009.

After examining the reply and submissions made by you in person to the authority it has been decided to take a lenient view of the violation. You are hereby advised to strictly abide by all the regulatory provisions in future.

Yours faithfully,

  
Member (Life)