

Removal of Existing Policy Requirement for Children Policy (PLI/RPLI).

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**महोदया/महोदय,
Madam/Sir,**

I have been directed to inform that the Competent Authority has approved removal of the condition requiring the sponsoring parent to hold an existing PLI/RPLI policy for purchasing a Children Policy (Baal Jeevan Bima) in the name of his/her child.

2. This change has been approved to make the Children Policy more accessible and attractive to prospective clientele. A Gazette Notification for amendment of the POLI Rules is being processed separately.

3. Circles are requested to:

- Give wide publicity to this change through all available channels.
- Inform the entire salesforce immediately, so that they may approach prospective clients without delay.
- Ensure that field units clearly communicate that a parent may now directly purchase a Children Policy even without having any existing PLI/RPLI policy.

Regards,

**(उप मण्डलीय प्रबंधक-II)
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