

Indian Policy - Holder Madras

Annual 1950



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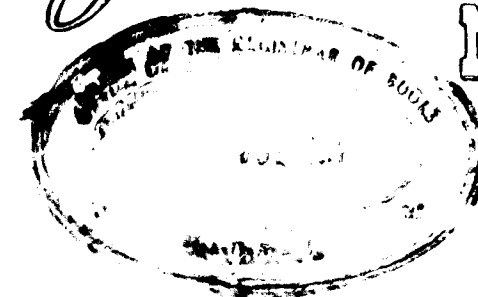
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Policy-Holder

MADRAS

ANNUAL

1950



299

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With the completion of April, 1950, the Journal enters on its sixteenth year of existence. In its ideal of service to the cause of Insurance, the "Indian Policy-holder" has been steadfast during the last fifteen years. We avail of this opportunity, with pleasure, to convey our thanks to all our subscribers, advertisers and sympathisers for their moral and material contribution towards the success of the Journal. We once again dedicate ourselves to the task we have cheerfully undertaken, and hope to succeed in our endeavour, with the hearty co-operation of the insurance companies, the policy-holders, and the general public.

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THE INDIAN POLICY-HOLDER

ANNUAL 1950

THE INSURANCE MOVEMENT IN INDIA

INSURANCE is an attack on want and procures economic security for the individual as well as society. It is a device to check or reduce the rigours of risks caused by calamities, such as accidents, floods, fire, earthquake, war or death, or in brief, dangers to life and property. The loss caused by the risk is spread over a large number of persons who have agreed to cooperate to share the loss. Insurance shifts the risk from the individual to the community. It is considered as the best medium to carry the message of thrift and protection to every household on the globe and may be said to be international in character. It is destined to play an important part in shaping the new social and economic order. The large funds accumulating in the hands of insurance companies assist in the smooth and natural movement of the wheels of industry and commerce and give them fluidity and protection. They render substantial help for capital formation. Insurance is not to be treated as a trade or industry, but as service similar to Banking, Communications, Shipping, Railways, etc. In short, it is one of the essentials for realising the conception of a welfare state, aiming at the health and happiness of the people. The advantage of the service of insurance is that it combines both service and business, as testified by a leading Counsel who afterwards became Chief Justice of the Supreme Court of the U. S. A. As a result of the investigation conducted by him into the alleged mismanagement of insurance companies in the U. S. A. he has made the following remark.— "I believe there is no safer or better business in our country than Life Insurance".

Such is the value of the insurance movement for social well-being. Insurance in its modern form has made little progress in India as compared with other countries, though the movement has taken rapid strides in the country in the present century. The 19th Century saw a few insurance companies most of them foreign. The Bombay Mutual Life Assurance Society started in 1866 and the Oriental Govt. Sec Life Assce Co, Ltd., started in 1874 occupy front rank among the Indian Insurance Companies today. The Swadeshi and Non-Cooperation movements and the spirit of enterprise engendered by them fostered a rapid rise in the number of Life Insurance Companies in India, in the early part of this century.

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The rapid increase in number naturally began to tell upon the quality of the concerns. In the public interest, the Government had to exercise control over the concerns and the result was the passing in 1912 of the Insurance Act of 1912, and the Provident Insurance Act. From time to time amendments were carried out to this Act till it was replaced by the Insurance Act of 1938 which became law on the 1st July 1939. The Act of 1938 has been further amended by the Act of 1949 which is shortly to become law. The new Act aims at making insurance more attractive to policyholders, by limiting expenses, by restrictions on investments, and by allotting to policyholders a greater percentage of the valuation surplus.

According to the Insurance Year Book of 1949, on the 7th October 1949, there were in India 339 Insurance Companies of all kinds composed of 234 Indian, and 105 Non-Indian companies. Of the 234 Indian Companies as many as 141 dealt only with Life Insurance, while of the 105 Non-Indian companies as many as 85 dealt only in General Business. It will be seen therefore that the Non-Indian companies concentrate on General Business with the result that that is responsible for one of the items of invisible imports into this country. It is some satisfaction to note that during the year 1948 the latest year for which figures are available, general insurance has registered a rise, the increase in 1948 as compared with 1947, being about 8% in Fire premium, 25% in Marine, and about 1% in miscellaneous classes. On the contrary, the steady rise of Life Insurance from the beginning of this century particularly for 1941-1946 was arrested, the business having gone down in 1948 by 5% as compared with 1947, and 17% as compared with 1946. It has been pointed out by the Superintendent of Insurance that this fall is due to the disturbed post-partition conditions, the reduction in the real incomes of the people, the general stagnation in the economic life of the country, and the shift in incomes as a result of the Second World war. It is common knowledge among insurance men that the per capita insurance amount in our country is very low and that the vast mass of the population is not insurance-minded at all. Only one out of 153 persons is insured in India, the average sum assured per capita being as low as Rs. 13 as against approximately Rs. 2,362 in Canada and Rs. 3,375 in the U. S. A. The only redeeming feature in the situation is that latterly there has been steady and substantial increase in the policies issued and the sum assured, the total insurance in force of all life insurance companies being Rs. 566 crores in 27,91,000 policies as against Rs. 51 crores in 322,000 policies in 1938.

The problems to be faced by Life Insurance in India are early lapses, inefficiency in field service due to untrained personnel and the large percentage of desertions on the part of field service men, mounting expenses, reduced interest yield and the unscientific system of taxation of insurance

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companies. It is incumbent on all insurance companies to reduce the lapse ratio, as early lapses add to the expense ratio making insurance risks costly and unpopular. Proper advice on the part of the Agents at the time of canvassing prospects regarding the policies best suited to individual cases, and better appreciation of the benefits of insurance by the people at large will bring about reduction in lapses. Frequent contacts on the part of agents with the policyholders and timely advice to them regarding the need for the continuation of the policy and the methods available for avoiding lapses will go a great way in the reduction of lapses. Early lapses, it must be made clear, are a loss to the company, to the policyholder and the agent. Propaganda in favour of Life Insurance must be launched upon by the Government in cooperation with insurance companies to make the people more insurance-minded.

The steady growth and development of the insurance movement depends upon the efficiency of the field service. Only recently attempts have been made by the Indian Life Offices Association to produce the necessary field staff by arranging for their examinations in insurance subjects. A minimum qualification must be insisted upon for entrants into the insurance service whether in the field or in the Office. As the qualities required for insurance service may not be measurable by mere academic tests, it is desirable to frame special intelligence tests suitable for the purpose. Insurance Agents have to deal with men, and not with figures, or correspondence, and hence the need for special tests calculated to judge the resourcefulness of the candidates, and their capacity to deal with men. The new Act has made the service of the insurance Agent more attractive both in point of status, and remuneration, and it also contemplates the insistence on a minimum qualification for entrants into insurance service. The Agents on their part must avail themselves of the additional prospects extended to them, and make themselves more efficient for their respective duties. A fewer number of agents than those now serving will do if they are more efficient. That will conduce to economy, while at the same time enhancing the earnings of the agents. The cost can also be brought down by taking the message of insurance to untrodden fields namely the villages, though the task may be attended with difficulties and may mean increased expenditure on account of the vast area to be covered. Insurance schemes suitable to the means of the rural folk must be devised by companies. Government can lend a helping hand in the collection of the premiums through the medium of the land revenue establishment, or the cooperatives. In the present context of high prices, it is doubtful whether there is much scope for substantial reduction of expenditure until the economic malaise is set right, and prices come down to normality. The National Government must move in the matter and take steps to improve production with a view to bring down prices. It is



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now widely accepted that the Indian standard of production is below par, and that the different industries due to the unfortunate differences between capital and labour, do not work to capacity. But any relief Government can give by improvement in production can only be a long-range relief. What they can immediately do is to revise their income-tax policy with regard to insurance industry and lower the ceiling rate fixed for income-tax on insurance funds, and to accept the policy that bonus distributed to policyholders out of the loadings in the participating premiums, to provide bonus, constitutes nothing but return of excess charge and is therefore in the nature of capital and not liable to taxation. To augment the income of companies, Government may, as a temporary measure, earmark certain securities fetching higher rates of interest solely for investment of insurance funds. Government can also help companies through the medium of their foreign embassies to extend the operation of Life Offices in foreign countries particularly in the Middle East and South Eastern countries and create invisible exports.

But under modern conditions it will not be sufficient if Government confine their attention to the development of Life Insurance alone. If the progress of the Life Insurance movement in India is slow that of General Insurance is slower still. General Insurance which can be otherwise termed industrial and commercial insurance which includes Fire and Marine insurance is intended to give fluidity and resource to private industries, trade and commerce, and to balance the relations between financial and trading concerns. In India General Insurance Companies are in a less advanced stage of development than even life insurance companies. With a view to safeguard the stability of the national economy, Government has to see that the General Insurance companies work on sound lines, and do not destroy each other by unfair competition resulting in high expense ratios. Government has also to control the operations in India of foreign companies which are long-established, and which are formidable rivals to Indian companies, so as to prevent invisible imports into the country. Government can also channelise the reinsurance activities of the Indian Companies. It is admitted that the Indian Companies now taking up General insurance work are not able to cope with the needs of the Indian industry, and trade, and that these Indian companies have to depend for their reinsurance on foreign markets resulting in large foreign remittances in the shape of reinsurance premiums. Government has to see that the General Insurance which in view of the huge concentration of risks involved in trade and industry has become a major economic necessity, is well organised, and is conducted on sound lines so that it may be able to fulfil not only its present functions, but also face its future responsibilities.

(Continued on page 12)

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Nationalisation of Life Insurance

BY K. A. PANDIT, B. Sc., F. I. A., (LOND)

Consulting Actuary.

THE Insurance Amending Bill is passed. It is passed in spite of representations against certain clauses therein which gave wide powers to the Controller of Insurance without the insurer being allowed scope for demanding justice at the Court of Law. The Bill is passed in spite of the fact which was brought to the notice of the Select Committee that statutory limitation of Expenses in a Life Insurance Business is unsound and impracticable.

The question therefore arises as to why the bill is passed ignoring the above drawbacks which have remained. The answer to this can be found from the speeches in the parliament while the Bill was discussed.

The discussions clearly bring out one important fact that the Honourable Members were generally in favour of Nationalisation as a remedy to the evils which have crept into the Life Insurance Business. Somehow or the other there is the impression that the working of life business in this country is not going on sound lines. And perhaps the Amending Bill has been considered as a last chance given to those responsible for conducting the business to set the matters right, failing which the life insurance may be nationalised.

Naturally therefore the question arises whether the business is really so managed

and whether there is no other remedy but the Nationalisation.

So far as the first part of the question is concerned, I can say that the past record of some of the insurers does justify the allegation. But for the findings of the Cowasji Jehangir Committee, the question would not have become so serious. This Committee had clearly established a case for rigorous control of the investments of life companies. Further there is still a certain number of companies which have been showing valuation deficits and thus it can be said that policyholders interests are unsafe in their hands. Unless therefore such companies are prepared to see their way and follow a sound policy of management soon, it is futile to hope that life insurance will be allowed to function as it exists to-day.

There is another side of the picture also. As against companies of the above type, there are companies whose aggregate business is about 80% of the total life business in this country. These companies are very well managed. Looking at their expense ratios as well as the valuation results it can emphatically be said that there is no case for nationalisation.

Thus, if there are companies whose business methods are unsound let the legislation stop them. By all means,

such things should be taken over by the state. But to conclude that because there are few such companies, the whole business requires to be nationalised is really unwarranted.

I do not think that nationalisation of insurance is the remedy. In fact, it can be said that life business in this country has not reached that stage when nationalisation can be justified. Everybody knows that per capita insurance here is very low. Companies have to sell their policies. People are not insurance minded. But for few cities and towns the life business has no appeal to the public. Will therefore nationalisation be helpful. Will state management succeed in popularising life insurance? Will state enterprise be able to render the type of Services to the policyholders which are to-day rendered by the best managed companies? To-day one gets life insurance of his own selection at his own home and without the least of delay. What will happen if the business is nationalised? We see what is happening in the administration of controls by the State.

We see how the various state-managed services are administered. For instance, you will apply for a proposal; Perhaps you may have to wait in a queue for getting the proposal acknowledged by the clerk in charge. And perhaps it may take a pretty long time say number of days or even months for its final disposal. And no wonder if ultimately you may have to hear that the same is declined for reasons which will have no appeal.

Less to talk about other services. In a privately managed institution, you get reminders if you forget to pay the premium. Many other facilities you get while reviving the lapsed policy. Will a state-managed insurance be so elastic as to interpret the rules laid down in the policy with a view to accommodate a

policyholder whose policy may have lapsed through none of his faults but the non-receipt of notice or some other cause?

On the top of all, will the Nationalised insurance sell the policies. I think not. The result will be that the life insurance will lose its popularity. It will not grow. It will receive a great set back.

Nationalisation can only be considered when life insurance is so popularised that it is bought and that too extensively.

Now referring again to the problem of those smaller companies whose business hardly exceeds 20% of the total life business in this country, but whose management has been the cause of general allegation that life business is bad, I think, much can be achieved if some of them amalgamate. The amended insurance Act will not allow them to spend more than what is provided in the premiums. Thus they will find it very hard to adjust. Perhaps they may have to close new business and if even then the expense ratio will not fall they will have to wind up. The only remedy is therefore to combine into bigger and workable units. This will surely enable them to make the working economical. Companies may also consider the question of getting their work mechanized so as to reduce the general cost of administration. This can be accomplished if such amalgamated units avail of the Hollerith or Powers Services by installing the required Machines.

Thus the amended Insurance Act has in a way thrown a greater responsibility particularly on the managements of the smaller companies and on the insurance business as a whole to see that by adopting sounder methods, the evils that have been crept into are removed. This only will postpone nationalisation.

Twisting in the Insurance Business

BY N. N. HARSHE, M. A., LL.B., F. C. I. I., A. I. A., (LONDON).

Actuary.

IT is the practice of many Insurance Companies to add a note in a prominent way on their policies advising the policyholder to refer to the company if anybody asks him to discontinue the policy for any reason whatsoever. This is a very sound piece of advice and its usefulness and importance for the policyholder as well as the company cannot be overemphasised. It is doubtful, however, whether this point is brought home to the policyholders either by the insurance companies or their workers.

A person does not sign an insurance contract as lightly or casually as he would purchase a thing in the market. It is a long term contract running over a number of years. Hence he takes a lot of time in making up his mind for taking a policy, for his choice of the company he decides to insure with, and the type of policy. As a prudent man it therefore behoves him to consider seriously when he resolves to discontinue the contract on the advice of another person. The most important point to consider is the capacity in which the advice is tendered. That will give an idea as to whether the adviser is really thinking of the interest of the policyholder or is only seeking his own ends.

The most common case is that of an agent of another company telling the policyholder that he was wrong in taking

a policy with the company in question and advising him to take another with his own company. The intention is quite obvious. The agent wants to increase his own new business figures and earn the higher percentage of commission which he gets on the first year premiums. He can also thus help his immediate superior, viz. the special agent or organisor, as he will then be able to complete his guarantee of business or earn a higher rate of over-riding commission.

But what about the policyholder who has been used as a tool for the interest of the agent or organisor? If his previous policy is quite new, say less than two or three years old, and has not acquired any privilege such as surrender value or paid-up value, then on discontinuation of payment of premiums the policy automatically lapses and the policyholder ceases to derive any further advantage from the policy. No doubt while the policy was in force he enjoyed insurance cover in the sense that if his death had occurred during that time his heirs would have been entitled to the sum assured. But the premiums that he paid were worth more than the cost of cover of this risk as they contain something for the provision of payment of the sum assured on his survival to the end of the term, margin for the higher risk at higher age during the later period of the policy, and if his policy is a with-profit one, also for the cost of

bonus that his policy is expected to earn. That is, by allowing his policy to lapse, he does not get a satisfactory return for his premiums.

The rate of premium under the new policy is bound to be higher than that under the existing policy as his age has increased since he took that policy and the policyholder will have to wait for a further period of two or three years, may be provided for in the new policy, in order to be entitled to the valuable rights allowed under it.

It is thus apparent that it is not in the interest of a policyholder to drop a recent policy and exchange it for a new one unless, of course, the very security of his policy is in question. This can happen only when there are possibilities of the insurance company not being able to meet the liabilities under its policies as and when they mature for payment either by death of the policyholder or his survival of the stipulated term. In these days of stringent provisions of the Insurance Act and the strict supervision of the government, such eventualities are rather rare. There is another danger of a lesser degree from which the policyholder may like to escape viz. he might think that with a company which is not earning profits and declaring bonuses he was a loser by paying the higher with profit premiums. Even then it would not be prudent for him to discontinue his policy. As a sensible man he should try to cut short his loss and not allow his policy to be a total loss. That is he should run his policy for such a period that he may acquire the paid-up value or surrender value privilege.

It is not always possible to mislead a policyholder in this way and then another device is adopted. He is offered a rebate on the first premium so that he may be led to believe that he is getting the new policy at a cheaper rate and the agent is advising him to effect the change for his interest. Even educated persons can be duped like this. There are instances where a policyholder was told that he could pay his subsequent premiums at the reduced rate after deducting commission, and was disillusioned only when the company informed him that he had to pay the tabular premium in full and that any assurances given by the agent were not binding on them as the agent had no authority to alter the terms of the policy contract. Although rebating has been declared an offence, it is very difficult to prove in a particular case that a rebate has been allowed, as the parties concerned know that they are all liable to punishment if the fact can be established in a court of law, and because the rebate was allowed in their mutual interest, all the parties are careful to see that no evidence of the transaction is left behind. Perhaps the insertion of the clause in the Insurance Act has made the system of rebate known to all agents and the public whereas previously it was limited to only a few clever persons.

There is another type of policyholder who present a tougher problem to the agent and then he has to seek the aid of his company. If the policy has been in existence for a year or two, the policyholder is not willing to drop it for nothing and take another simply to oblige the agent. The policyholder is then offered a policy dated back for the period for which his existing policy was in

force, so that the rate of premium is not materially affected and the policyholder practically gets a continuation of his old policy. He has, of course, to pay the premiums for the back dated period, portion of which may be borne by the agent, and the company obliges by waiving the interest on the premiums due. Even with all these concessions the policyholder cannot be said to have gained by the transaction. It is also to be noted that companies of good standing would not thus go out of the way to oblige their agents and the very fact that such a proposal has come forth from any agent should set the policyholder thinking.

When a person is already insured, he is often unwilling to take another policy on the plea that he is sufficiently insured. The resourceful canvasser is ready to convince him that by following his advice he can increase his cover without much additional burden. He has simply to convert his policy into a paid-up one and to take out another policy for the same sum assured, so that the paid-up amount is the additional cover he gets by the change over. This is a rather subtle device and can easily misguide a man. I remember a case, where a friend of mine was canvassed in this way to convert his policy into a paid-up one, even though he held the policy in a first class company. The gentleman was very much pleased with the suggestion. His policy was a with-profit one with good prospects of

bonus. As he was an intelligent person it did not take much time to show him that he was being misled.

The argument used can best be illustrated by an example. Suppose the policy was for age 25, term twenty years under the participating endowment assurance plan with a sum assured of Rs. 5,000 and the new proposal came up after four yearly premiums had been paid. The policy was to be converted into paid up for Rs. 1,000, being 4/20th of the original sum assured and the party was to take a new policy for Rs. 5,000 for a term of years at the premium rate applicable to his current age. So his insurance cover was to increase by Rs. 1,000. I told him that if at all he was anxious to increase his insurance, and took himself to be a calculating person, he should continue his present policy and the new policy should be for Rs. 1,000 only, so that the whole of his policy amount would be Rs. 6,000 as proposed, with the difference that whereas in the first suggestion there would be a non-profit policy of Rs. 1,000 in my suggestion all the amount would be on with profit basis. The rate of premium appropriate to his higher age would be applicable to Rs. 1,000 as against Rs. 5,000 under the first suggestion. Also the original company being a good company the speculation about bonus was limited to the smaller amount of Rs. 1,000. The benefits and premiums under the alternative proposal are shown in a tabular form below to facilitate comparison of their merits.

	Sum Assured Rs.		Term	
First proposal	1,000 paid-up		maturing after 16 years	
&	5,000 policy		maturing after 20 years	
Alternative Proposal	5,000 policy		maturing after 16 years	
&	1,000 policy		maturing after 20 years	
Future Premiums.				
	Applicable to	For Sum Assured	Payable for	
	Age	Term		
First Proposal	20	20 years	5,000	20 years
Alternative Proposal	25	20	5,000	16 years
	20	20	1,000	20 years

Thus after allowing for the common factors, so far as the sum assured is concerned the advantage of the alternative proposal is that Rs. 4,000 would be receivable on survival after 16 years instead of 20 years as under the first proposal. The difference as regards premium is that premium applicable to age 29 for Rs. 4,000 with term 20 is replaced in the alternative proposal by the old premium for Rs. 5,000 for the outstanding term of 16 years. It can be verified by reference to the table of premium rates of any company that the alternative proposal was better than the first one. However the point which appealed most to the gentleman was that I had been explaining the matter to him as a responsible insurance man who was not interested in securing his proposal but wanted to make him understand his real interest, whereas the other person was anxious to secure from him a proposal for as big an amount as he possibly could.

There is another disadvantage in con-

verting a policy into a paid-up one. All companies do not allow interim bonuses on paid-up policies. Hence on conversion into paid-up the policy loses the bonus that would have accrued to it for the period elapsed since the date of the last valuation.

Insurance is fundamentally a mutual business wherein the interests of the policyholders, fieldworkers and the company are interdependent. They can all prosper or fail together. If the tricks described above are connived at by an insurance company in the case of its own workers it is quite likely that the game would be played against it by the same workers in due course of time, and hence it is desirable to put an end to them. The policy holders can be very helpful in this direction if they refer to their insurance company whenever they get any unusual proposal from an agent of another company and thus safeguard their own as well as the company's interest.



Profession of Insurance Agents

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Profession of Insurance Agents.

THE licensing of insurance agents in India was introduced by the Insurance Act, 1938 which came into force on 1st July 1939. Accordingly this date marks the birth of the profession, the status of which ultimately would depend upon the manner in which the members conduct themselves and the quality of service which they render.

An insurance agent is rightly considered a pillar of insurance business and plays a role similar to that of an ambassador of a country though naturally his sphere of work is smaller. It is he who makes contacts in a new field and brings his office and the special features and characteristics of its business to the notice of the public. Every member of the profession is called upon to play a highly important and noble part in the life of the community. However, before adopting insurance agency as a career a new comer

would naturally like to know the prospects which the profession offers. Unless the prospects are as good as in other professions, insurance business cannot be expected to attract the right type of persons. Before considering what the business is in a position to offer to the young aspirant we may with advantage examine the existing conditions and the reason for the lamentably low average standard of an insurance agent in India.

The particulars given in the following table are extracted from the Indian Insurance Year Book 1949. Column (1) gives the number of new licences for insurance agency issued during the year. Column (2) shows the number of licences renewed by existing insurance agents. Column (3) gives the total number of licences issued. In Column (4) the percentages of licences not renewed in the year are given. Next column gives total new business written in India. Column (5) shows the average business introduced by a licensed agent.

Year	Number of licences issued to act as an insurance agent.			% age of licences not renewed.	Total new business of insurers (In Crores of Rupees)	Average busi- ness of an agent (In thousands of Rupees)
	Fresh (1)	Renewal (2)	Total (3)	(4)	(5)	(6)
1943	...	...	65,924	...	72.1	10.9
1944	46,425	43,447	89,902	34	106.2	11.8
1945	66,553	56,373	1,22,926	37	135.4	11.0
1946	82,520	74,472	1,56,992	39	144.3	9.2
1947	85,245	88,924	1,74,169	43	126.4	7.3
1948	84,320	87,696	1,70,016	50	119.7	7.0

From the above table it is clear that during the period under review the number of licensed agents increased very rapidly. However an increasing number of those who took up insurance business as a profession left it after a short experience as is seen from Column (4). Obviously for one reason or the other the business could not retain their services. From the last column it will be seen that the average annual business of an insurance agent after reaching the figure of 11,800 in 1944 steadily decreased during the period, till it reached the low figure of 7,000 in 1948. While it is true that most of the agents are only part-time workers, and therefore in the case of most of them remuneration from insurance agency is only a supplement to the normal income yet the average figure is surprisingly low. On the basis of a business of Rs. 7,000 per annum an agent earns the right to an average annual income of only Rs. 17- which is hardly worth striving for in the case of a person with average education and qualifications. It is no wonder, therefore, that there is such a high percentage of non-renewal of licences.

Although statutory recognition to the profession of an agent was given as far back as 1939 no space was devoted to the work of licensed agents in the annual review by the Superintendent of Insurance, in the Indian Insurance Year Book till 1945. In the Year Book for that year a mention is made for the first time about "this important pillar of the insurance structure". The Report states that the rapid increase in the number "naturally called for an enquiry as to whether the growth has kept within healthy limits or whether the evil of over-crowding is present in this profession as well". The happy use of the word "profession" and the object of the enquiry are both worth

noting. After drawing attention to the smallness of the average remuneration of an agent the then Superintendent of Insurance Mr. L. S. Vaidyanathan goes on to observe as follows:—

"The question that arises for consideration is, whether it is fair to the genuine agent that so many who do not take to the profession seriously—for those that earn very small amounts of commission should naturally be such—should be allowed to compete with him to his detriment. By genuine agents are meant not only full-time agents but also those working on a part-time basis and yet taking to their work seriously."

Further on he says:

"It is an illusion to think that the larger the number of agents the larger would be the business secured. Experience has proved otherwise. When a larger number than necessary attends to any type of work the output suffers both in quality and quantity. Over-crowding, particularly in the professions, the agents can certainly be classed as belonging to a profession—would also for moral standards."

Over-crowding in a profession like that of the agents which has still to set up proper standards for its members is certainly a matter of some concern both to the insurer as well as to the agent. There can be little doubt that this over-crowding is responsible for the present low standards of the vast majority of the members of this profession and many ills of the business itself. The sound advice which the Superintendent gives in this matter is as follows:—

"The remedy for this over-crowding of agents lies mainly in the hands of

the insurers. They should not encourage the casual agent. Perhaps the securing of business through such agents is in effect rebating without coming within the clutches of the law."

He also states that in the U.S.A. "there is a school course and also a collegiate for Chartered Life Underwriters terminating in examinations conducted by the American College of Chartered Life Underwriters which grants either a Certificate of Proficiency or the professional designation C.L.U. Whether in this country we should in course of time make the agents satisfy such a specialized test of professional efficiency or whether any other remedial measures not so stringent could be adopted to eliminate the evil is for the insurers to consider and decide."

Provision of Facilities for Training of the Agents.

There would be general agreement with these views regarding the remedial measures. Without any doubt the remedy lies with the insurers themselves. So long as the emphasis is on the volume of New Business and not on the sound methods of obtaining the same, the employment of casual agent is likely to continue to the detriment of the profession as a whole. It is essential for the well-being of the profession that the organizing officials, who are at present charged with the responsibility for picking the right type of personnel for the agency force, for its training and for giving necessary guidance should pay a good deal of attention to the temperament and qualifications which the future members of the profession must possess. As already stated it is primarily for the insurers to consider and decide whether in this country we must ask the agents to satisfy specialised test of suitability for

the profession or not. There is, however, the practical side to be considered viz., whether such reforms can be introduced at this stage of development of insurance business in this country, on which opinions may differ.

Whatever be the final decision in the matter a considerable progress can be made by each office or a group of offices by starting the training of the agent by familiarising them with the schemes of assurance and the terms and conditions of the policies issued by the office or the group of offices.

The next step is to instruct the agent by means of printed instructions as to what is expected of him in the matter of procuration of business, submission of proposal papers, medical examination of parties realisation of advance deposits or medical fees, etc. He should then be placed under either a senior agent or an Inspector who should give personal guidance to him as to the best method of contacting prospects, interviewing them, suggesting the plans of insurance best suited to the needs of the clients, etc. The result of this would be to offset the disastrous effects to the agent's morale of any disappointments in the early stages of his career.

It is a good idea to encourage the agents in a locality to form clubs of their own where general problems of canvassing could be freely discussed and confidence acquired in the art of presenting best feature of schemes.

Joining existing clubs, where possible, should also be encouraged as it helps greatly to make social contacts.

No agent can be expected to build up business contacts without sufficient money in his pocket. Since financing of an agent is out of question it becomes necessary to select as far as possible only

those who are moderately well-off financially. However prompt payment of first year's commission immediately after the realisation of the first instalment of premium under the business introduced helps the new agent considerably and encourages him to make further effort.

Offices should therefore make it a general rule to make prompt payment of the initial commission without waiting till the end of a month or a quarter as the case may be.

Building up the self-respect and the morale of the new agency force during the initial trying period must be on the special programme of every Inspector and Branch Manager if lasting connections are to be cared for. Without a "plus" attitude of mind the new agency force cannot be expected to play its due part.

Inspectors and Branch Managers can do a lot in seeing that such a state is created. They should also ensure that at no stage any misunderstandings develop between the agent and the office on account of the Head Office decisions on proposals for assurance due to, for example, alteration of terms, rating up, or rejection of cases. Attempt should always be made to educate the agents early on the essentials of sound underwriting so that a sense of frustration does not overcome the agents who have had no time to gain the practical experience of normal risks. Occasional discussions of special problems like these in the usual bulletins or leaflets meant for the agent also goes a long way to secure the desired object. A constant watch on the work of the agent in the initial stages would enable the organising office to weed out any trouble-makers who spoil the good atmosphere of the agency force in any particular locality and also to eliminate the misfits not

detected earlier in the process of recruiting new members.

While, as must have been noticed from the above discussion, the main burden of recruiting, training and equipping the members of the profession for their special duties falls on the broad shoulders of the offices there appears to be some need for the members of the profession themselves getting together and working hard to raise their status.

Position Of Agents In U. S. A.

In the U.S.A. where the field force is a well organized body, the status of the agents is second to none. In the April 1950 issue of Insurance Salesman (for Life Insurance Field Workers) Roll of Honour for 1949 is published. Those appearing on the Roll are the nominees of 163 representative companies working in the U.S.A. Each nominee is an outstanding agent selected by his own company. The results of the top workers there are really astonishing and being of some interest to the readers are briefly given here.

As many as 48 of the All-Star roll secured a new business of over \$ 1,000,000. Average new business of all nominees was \$893,751 secured on the average of 151 lives. The average size of the policy was \$ 5,919. Average premium on each life was 183 and the average premium per thousand of new business was 30.86.

A nominee was in the business on the average just short of 14 years, and with his particular company, just short of 11 years. Nearly 50% started their career with their present company; about 46% at least attended a college and 17% entered the business at the age of 22 or younger.

The average production of the group comprising those who started agency work at age 22 or younger, works out to 984,124, which is higher than the average for all the nominees given above. 6 out of the 27 nominees, in this group, wrote over a million dollars in 1949 and two wrote over two million dollars' the highest production amongst them being 2,770,837. Clearly young men's record there is as good as that of the veterans.

It is also interesting to note that 8 out of the total number of nominees have been on the Honour Roll, 10 or more times. Of the 1949 selections about 30% were on the Honour Roll in 1948, and about 34% in earlier years, while 55% appear for the first time in 1949. In these production and premium figures, group, surplus writings and weekly premiums are excluded.

Remarkable Achievement.

With a view to give an idea of what can be achieved by individual effort the case of C.H. (Smokey) Killen of New York Life may be cited. He qualified for Honour Roll in 1949 with the extra-ordinary record of completed business of \$3,084,472 on 335 lives. He is a graduate of the Texas University. After serving in the Army he joined the Insurance Business and has been in it for only three years. When asked to reveal the secret of his astonishing success he said: "Actually all I did was to work about 13 hours a day, six days a week; and on Sundays, I would go to my office in the afternoon and catch up on all my detail work. Then, on Monday morning, I would be ready to start off with a clean slate. I got out and saw people and tried to sell my ideas." His achievement proves clearly that besides good work

habits and a definite amount of time spent on calls and interviews there is no dark secret or hidden mystery or trick required to reach the top rung of the ladder of success.

Achievement Of Our Own Agents

In India too a respectable number of agents has taken to insurance work with zeal and given creditable performances. Each of the leading offices here has several agents consistently doing very good new business and earning a commission of as much as Rs 1,000/- per month. An agent of a leading life office working in a South Indian City has been so successful that he has consistently spurned the offer of the Office for appointment as a Branch Manager. In this profession as in others the richest prizes go to persons having initiative, ambition, perseverance and resourcefulness. An insurance agency worked on the right lines and with imagination is certainly a profitable business. An agent concentrating on serving his clientele will always get the respect of the community and the benefit which hundreds of families derive from his efforts doubtlessly go to endear him further to the public, and increase his sphere of influence. The secret of success certainly lies in always striving for the ideal of service to the policyholders, serving his office to the best of his ability, having good work habits and spending definite amount of time on calls and interviews. We have certainly as good material for an efficient agency organization as in any country and it is for the profession and the insurers to utilise it to the best purpose. By planned efforts the status of the profession must be raised so that every member may freely devote his time to professional work with enthusiasm.

It can be said with some justification that the Government has not so far given any lead in the matter of establishing institutions for the training of agents and raising the standards of this profession. The present signs, however, are that the Government has awakened up to some of its responsibilities to the agents, as is evident from the incorporation in the latest amendment of Insurance Legislation of provision for prohibiting cessation of payment of commission to an insurance agent on his leaving an office or on his death subject to certain specified conditions. The New Section 44 of the Act reads as follows:-

"44 PROHIBITION OF CESSATION OF PAYMENTS OF COMMISSION:-

(1) Notwithstanding anything to the contrary contained in any contract between any person and an insurance agent providing for the forfeiture or stoppage of payment of renewal commission to such insurance agent, no such person shall, in respect of life insurance business transacted in India, refuse payment to an insurance agent of commission due to him on renewal premium under the agreement by reason only of the termination of his agreement, except for fraud:

Provided that:-

(a) such agent ceases to act for the insurer concerned after the Central Government has notified in the Official Gazettee that it is satisfied that the circumstance in which the said insurer is placed are such as to justify the agents ceasing to act for him; or

(b) such agent has served the insurer continually and exclusively in res-

pect of life insurance business for at least five years and policies assuring a total sum of not less than fifty thousand rupees effected through him for the insurer were in force on a date one year before his ceasing to act as such agent for the insurer, and that the commission on renewal premiums due to him does not exceed four per cent. in any case; or

(c) such agent has served the insurer continually and exclusively for at least ten years and after his ceasing to act as such agent he does not directly or indirectly solicit or procure insurance business for any other person....."

The above is a brief review of the present position of the profession of an insurance agent and the recent trends. Both the public and the insurers stand to derive considerable advantage from the raising of the standards of this profession. But as stated earlier much would depend on the contribution of the members themselves by way of setting proper standards.

In conclusion the best advice to a person contemplating membership of this profession would be:

"In selecting an Office for representation exercise your best judgment. Having made the choice stick to it. It has never paid anyone to be a rolling stone. Good work can never remain unrewarded. It is only a question of time. Your original office would be found to recognise your services better than any office you may join later.

How to Bell the Cat

BY K. C. SASTRI.

TO talk of training the field force is the present fashion. Everybody in insurance who is somebody, thinks he is nobody if he does not harp on this theme. All chorus with unanimity that training for the field personnel is most essential and that without it life insurance cannot make the progress it should. Actuaries advocate it; Chairmen declare their faith in it; managing directors proclaim the urgency of it; and, of course, the Govt. approves of it. All proclaim its efficiency and declare its urgency; but no company has yet thought of adopting it. This phenomenon strikes one as curious and even bears a distant analogy to the scheme of a community of rodents to suspend a bell down the neck of their feline enemy, which had to be abandoned because they could not answer the question how.

Two or three obvious reasons for this strange stage of affairs offer themselves. It may be that we are only a nation of talkers, adept at the art of drawing up paper schemes, but woefully lacking in the grit and virile courage so essential to practice what we have planned. Or, it may be that any project of training involves, considerable outlay with no expectation of an immediate calculable return. To embark on this adventure is to sail a sea uncharted by experience. Or, lastly, it may be that none of those at the helm of affairs know the content of training. They are men who have

usually begun at the top of the ladder and have stuck there. They are used to getting business by squeezing the boys in the field and by cut throat competition. It is possible that they do not know how exactly to train their salesmen.

Scientific salesmanship is still a novelty in our country. Commerce and industry have thrived not on account of our splendid methods of salesmanship but due to various other factors. It is, however, a happy augury that its necessity is recognised by captains of life insurance.

The term scientific salesmanship is misleading to some extent. Salesmanship cannot be an exact science, where the application of precise methods will produce definite results. It is just an art. In this, as in other arts, success depends on the personality of the individual. Training will only help a salesman to develop and express his personality. Care must therefore be taken to choose only such of those who have a marked aptitude for the work they have to do. And having chosen well, they must be adequately trained before they are launched on the field.

In any curriculum of training a knowledge of the wares one had to sell should occupy the pride of place. This knowledge is of paramount importance especially to insurance salesmen. Without that they will neither be able to answer correctly the legitimate queries of their

clients nor recommend to them schemes to suit their needs, with the result that many will find themselves in possession of inappropriate policies for wrong sums. The best results are achieved only when one has a knowledge of life insurance in general and the diverse schemes in particular.

It is common knowledge that when a prospect realises that he is being interviewed by a salesman whose aim is to sell him something, he will spontaneously develop a resistance and consciously try to defeat his purpose. Salesmen should be taught how to surmount this resistance, to draw out the prospect, to decide the scheme which serves his needs best and finally make him accept it. It should be the aim of a salesman to make their clients feel that they are buying something they urgently need and not that they are being sold something for which they have no use. This in short, is the art of salesmanship.

In a country where life insurance is sold on methods of pressure and pestilence, salesmen in the real sense of the term can be counted on one's fingers. When the number of scientific salesmen is so limited, naturally, the number of those who can impart training will be to use a euphemism very much less, nil. We must be bold to admit this deficiency and courageously try to make it good. We invite a Sargent to draw up a plan for the education of our children, a savage to suggest methods to harness the power of our roaming rivers or a scientist to run a research laboratory. We should similarly, invite Dale Carnegie to teach us business psychology, to give us the recipe to make our clients think along with us-in-fine, to teach us the art of salesmanship. He must be engaged for a period of one year; he must run four courses consecutively at Bombay, Delhi, Calcutta and Madras, each of three months duration. We are confident that at least a few of those trained by him will prove capable

enough to carry on the work started by him. Ultimately, at least four permanent schools should be established in the centres mentioned above to give training in the methods of salesmanship.

No training is, however, complete which does not provide an opportunity to apply the knowledge gained to practical test. There is a sage saying that an ounce of practice is worth a ton of theory. The trainees should be given practical training. They must be allowed to test by work in the field the truth of what they learn in the class room. This will help them to find their mistakes and correct them before they take firm root.

Life insurance is essentially a social service. If it provides a lucrative source of income to the successful salesman, it is only incidental. This must be impressed on the salesman. They must learn to put the interest of the policyholder ahead of all other considerations. Most of the failures of insurance agents arise because they place their personal interest in the forefront, with the result that they try to sell a policy by all means, fair and foul, to their victim. This will invariably result in loss of goodwill and ultimate failure.

When salesmen have completed their training to the satisfaction of the management, they must be sent into field. Salesmen appointed by other commercial institutions have always a definite territory. This practice should be adopted by insurance houses as well. This will eliminate rivalry between salesmen of one and the same insurer, and generally give a better opportunity for them to prove their worth.

To conclude: It is recognised on all sides that training for salesmen is an urgent necessity. But we do not have men to do the job. Let us invite a Carnegie or an equally efficient person to teach us how to do it. Let us for once, drop the diffidence and leave the lethargy holding us in check. Let us do it NOW.

Mr. M. N. Mahadevan on Insurance Business in India

DR M. N. Mahadevan addressing the members of the Mysore Insurance Guild at their monthly social meeting on the 29th April 1950, observed that nationalisation of Insurance at this juncture was not desirable, though he welcomed the idea of the Government keeping a certain amount of control over the Insurance Companies in the interest of efficiency, elimination of wastage and to build up the business on sound, economic principles.

He further said that Insurance examination by a medical man should not be deemed as a mere formality, and that it should be looked upon both by the agent and the doctor as an important landmark in the acceptance or otherwise of a policy. It was not to the credit either of the agent or the doctor to belittle the importance of a proper and thorough medical examination. The inexperienced, raw medical man who had very little practice may be available at all times for the insurance agent. But that should not be considered the only criterion as, in his opinion, the medical man who has a large practice and has gained much experience in dealing with illness - chronic as well as acute - is in a much better position to assess the risk with reference to the applicant. In that sense if it was found difficult for a medical man to accompany the agent to a party's

house he should not be misunderstood. In his opinion, the medical examination for insurance in places other than a doctor's clinic should be discouraged, as it was not possible for the doctor to carry all the necessary equipment to the party's house. A doctor's clinic is the best place for arriving at a diagnosis of any abnormal, physical sign or symptom that may be detected in the course of an examination. Medical examination should not be made cheap lest it might lose its importance. It was particularly in the interest of the company that such medical examination should be conducted on sound lines, and as such, a suitable fee for such examination must be prescribed. Such cheap rates as Rs. 3/- and Rs. 4 - for insurance medical examination seemed to him ridiculously low. In our country where the economic, social and nutritive conditions of applicants were below par, it was all the more difficult to assess the risk associated with such lives. At this juncture, he drew attention to the fact that the statistics with reference to age, weight, height and blood pressure are woefully lacking in our country. The tendency to merely imitate statistical records of the more advanced countries allowing a minus ten per cent margin for tropical conditions did not seem to meet the needs of the situation. In his opinion it was

necessary to have proper statistics drawn up by a Committee of senior medical men, well versed in Insurance examinations and publish such records for guidance of other doctors in the field. He also suggested that the respective insurance companies should take a more lively interest in the medical men they appoint by sending them more recent literature in the matter of social and health insurance projects.

A satisfactory medical examination, according to Dr. Mahadevan, would not be possible unless agents furnish without any reservation all the information at their disposal about their applicants to the doctor; also in the statement to be signed by the applicant it is very important that all the questions should be asked and categorical replies recorded. It would also be advantageous if the agents who presented the cases for medical examination would inform the doctor whether it was a first examination or a re-examination. Vague statements both by the party and the doctor in his report should be deprecated. It is also necessary that medical men should keep a record of the various findings and copy all the declarations of the applicant for future use.

Dr. Mahadevan then referred to some of the problems in assessing the risks on the lives of applicants. Those who were exposed to hazardous occupations and others who were afflicted by constitutional metabolic disorders like Hypertension and Diabetes Mellitus are problems for the medical man. According to modern trends, a well-to-do applicant who happens to suffer from Diabetes Mellitus, but who can afford continuous and regular scientific treatment for his ailment, can-

not be considered a bad risk in view of the more potent remedies that are now available to combat this illness. In the more advanced Western countries, where there is an assurance that such standardized daily treatment would be accorded to these patients, modified insurance policies are available. Introduction of such policies in India also would be a welcome feature.

Dr. Mahadevan then mentioned that the responsibility to popularise insurance work rests as much on the medical examiner as on the field worker; that the medical examiner should create an atmosphere which is favourable for the examination which would not cause any kind of embarrassment or feeling of inferiority complex by any overbearing attitude towards the applicant. A medical man is also expected not to communicate the result of his examination of the applicant till after the assessment of his policy is completed; and in so case should a doctor belie the confidence that the Insurance company had placed in him.

Dr. Mahadevan then briefly referred to the social insurance and national health service in the United Kingdom and referred how such a system has been a great boon to the lower and middle classes, but the upper class of people had their own grievances in being put to inconvenience of having to wait in a queue and not being able to have that amount of personal relationship with their medical men which they were privileged to enjoy under the previous system. There has also been a lot of criticism and grumbling from the majority of medical men in this new venture, but it is hoped that they would be able to evolve a scheme which would bring expert medical relief within the

reach of all suffering humanity, irrespective of class or community, and which would also give sufficient incentive for medical men to pursue their research in the scientific system of medicine and contribute towards its progress.

Dr. Mahadevan then referred to the anomalous position existing in the hospitals in the country. According to him, nationalisation of health services in this country was but a pious dream. The number of institutions that would be required to train adequate number of medical men to be able to cater to the needs of the vast population of this country would be legion, and also the time factor involved in training such a vast number would be something enormous. But a beginning

can be made by instituting medical services exclusively for the poor in all the State-aided hospitals so that the entire medical personnel employed by the State may be able to devote undivided attention to the poor people in the hospitals. As it is, most of the time of the medical staff of the hospitals is devoted to the patients in the special wards, and not even the third of the doctor's time is being spent to the general wards. It would be quite in order to leave the well-to-do and the rich to seek medical relief from private sources on payment of the usual rates. Till such time as we can afford to employ the necessary medical personnel and provide sufficient number of institutions it will be well to discriminate in favour of the poor and the suffering.

AGENTS & SPECIAL AGENTS.

IF FOR ANY REASON YOU ARE
CONSIDERING A CHANGE WE
INVITE YOU TO CONTACT US

THE CENTRAL INDIA INSURANCE COMPANY, LIMITED.

HEAD OFFICE : INDORE CITY

BUSINESS TRANSACTED.
LIFE — FIRE — ACCIDENT

Life Insurance Salesman

Must Have Patience, Energy And Tact To Succeed.

BY S. S. JOSHI,

(General Assurance Society Ltd. Delhi)

EVERY individual in this world directs his efforts and makes various schemes and plans to lead a care-free life and to attain the end in view, he continues striving his best throughout his career. The desire to remain care-free sometimes impels him to refuse a proposal for life insurance simply because he has no desire to worry and bind himself about the regular payment of premiums. On a careful analysis of this psychological phenomenon we find that his refusal is based merely on a superficial view of the problem.

The idea of life insurance is based on the principle of securing some provision for his dependents to enable them to live really a care-free life by acquiring the necessary comforts of life without much effort on their part, and another aspect of life insurance looks to the retired life of the assured who in his extreme infirmity and old age generally becomes an object of disgust, hatred and contempt when his near ones are unwilling to serve and support him. If, instead of refusing the insurance proposal they follow the advice of the insurance agent and take a policy for a sufficient amount they would not only be nullifying the consequences of the uncertainties of tomorrow but it would help them a great deal in avoiding the undesirable and unexpected experiences of old age which would otherwise stand in the way of fulfilling their inner desire.

The above described conduct of a common man is explained in the following illustration.

Mr. A was requested by me to take up a policy for a couple of thousand rupees. He replied that being employed in the Government of India office in a temporary vacancy, he was likely to be retrenched any month and could not undertake an additional expenditure in the form of an insurance premium. As such he regretted his inability to go in for an insurance. Thereupon I asked him if he would relinquish his responsibility of feeding himself and his family if he was unfortunately retrenched next month. He replied that he had already set apart some money to avoid worries which are supposed to follow if his name is in the list of retrenched clerks and with the help of the same he would start a business of his own. I further enquired whether his children would remain care-free if his death unfortunately takes him away from their midst, soon after starting the business when almost all his savings stand invested and no cash has been left for the members of his family to fall back upon. I also added as to what security was there for them, especially when they were too young to understand the technique of business, and the ways of investment and, take proper care of the business started by him. Would he not like a wise father take steps to ensure

a similar care-free life for them for whom he has continuously toiled hard to provide every possible comfort according to his status just as he did in his case by keeping aside some money regularly to save himself from the catastrophe following the retrenchment because if death takes place say unexpectedly as it had happened in so many cases; his dependents if adequately provided would not be required to look to others for help and continue loving him with gratitude even after his death. In spite of all the hints and reasons which were put before him politely his answer was in the negative. A few days after Mr. A informed me about the sudden death of a common friend accidentally by the fall of a beam. To this common friend I suggested a policy and he told me that since he was already making a provision for his children by constructing a house for them the necessity of taking up an insurance policy was not there but to the ill luck of

his dependents the building remained incomplete as the individual met a sudden and unforeseen end with the result that his widow being inexperienced in taking the work from the labour employed for the construction purposes felt that with this progress and speed she would not be able to complete the work started by her husband within the amount at her disposal and she sold the half constructed building at a loss of 40%. This gave me an opportunity of rubbing my prospect the great importance and utility of the life insurance, and then he came round to give me a proposal.

The proverb of striking the iron when it is hot holds good in the above case. The completion of the long canvassed case became easy when I depicted the picture and the helpless position of the dependents of the common friend before Mr. A. Had I not availed myself of the panicky mood of my prospect at the moment the opportunity would have been lost to me for ever.

COME WHAT MAY!

LAKSHMI holds the Torch of Security
Brighter than ever.

As a Policyholder, do you receive the same service and benefits?

YES, for through prompt settlement of claims and unceasing service to policyholders, LAKSHMI remains unshaken and maintains its steady progress.

NEW BUSINESS completed in 1949: Rs. 4,52,25,469.

BONUS declared at the last valuation

Whole Life Rs. 10 - per thousand

Endowment Rs. 8/- per thousand.

LAKSHMI INSURANCE COMPANY, LIMITED,
HEAD OFFICE: DELHI.

Branches and Agencies all over India and British East Africa.

Madras Branch:
4/105, Armenian Street, G. T.

DEVICHAND SAWHNEY M.A.,
General Manager.

THE ANDHRA INSURANCE CO., LTD.,

(Estd. 1925.)

H. O. MASULIPATAM.

Another Record Breaking Achievement During 1949.

Business introduced.	—	—	Rs. 2,02,00,000
Business completed.	—	—	Rs. 1,64,00,000
Premium Income etc.	—	—	Rs. 34,00,000
Controlled Fund	—	—	Rs. 1,37,00,000

1950 Our Silver Jubilee & Valuation Year Share in our Profits

**Transacts Life, Fire, Motor, Marine, Accident
and all other classes of Insurance.**

Our Madras Office : 337, Thambughetty St.

Offices all over India.

Sex 'Sparks' from the Life Assurance 'Anvil'

BY S. SUNDARAM B. A., F.C.I.I. (Lond)

(National Insurance Co., Ltd., Madras.)

EVERY blessed thing has a sex!

What a mess!

Electricity has sex. Magnetism is sexual. The fraction in arithmetic looks sexy. Algebra abounds in, and Trigonometry reflects sex. All Hindi words take a sex. The electrons in the atom are stated to be continually struggling for sexual bliss! Even gods are endowed with a sex and the planets too are not without one. Nature, Money, Earth, are all being talked of as belonging to a sex. From Bus Conductors to Telephone Operators, from hospital nurses to Railway booking clerks, we are confronted with sex. Here, there, everywhere, we see sex. In fact we are submerged and completely surrounded by sex.

Tossed up by this 'five force' sex, we have accidentally or of our own volition landed on the field of Life Assurance. Dabbling in statistics about the dead and the forgotten, we have hammered out commercial bargains by which living men's money and the welfare of future widows and similar things, are linked up. Frequent 'Acts' and 'Amendments' have been making our delicate jobs difficult, but still we have managed to keep the life assurance torch burning brighter and brighter!

Why?

It must be because in our jobs we had no sexual competition. No doubt a number of licensed ladies have swelled our Agency Registers, but that has not affected us, as most of them are only 'benamis' sheltering gentlemen workers who prefer to remain at the back!

* * *

Times are however changing and the future looks full of dangerous possibilities. Some Insurance Companies have of late thrown open the gates of clerkdom for women, and have already recruited a number of ladies in their staff. Whether this sprinkling of 'gowns' and 'saris' has been done merely to lend colour to the working atmosphere or out of sympathy for sexual representation, or for any other reason, the position is certainly disturbing. I wish the recruitment is not due to any conviction born out of a notional belief that women may prove superior to men in handling insurance jobs. I do not dislike ladies being in our staff nor do I wish to belittle their capacity. But I am terribly apprehensive of the sex force! If what has happened portends things to come, we must be very soon seeing influential women of capacity and beauty, occupying our Branch Manager's chairs, if not the air conditioned rooms of General Manager's. In my view, only the Actuarial profession can be fairly free from the incursions of the fair sex, and this too not on account of their mortality

tables, but due to astrological reasons. If only Mercury (the planet of Mathematics and Commerce) had not been so close to the powerful Sun (representing Man) and never more than 28° away from the solar influence, the Moon (representing Woman) would have easily drawn the rays of Mercury and produced a lot of women Actuaries by this time!

Thinking about sex naturally leads one to the subject of Marriage. Who can deny that at present marriages are being conducted on a most unsatisfactory basis? Money is being frittered away at a time when that precious commodity is most needed, for our country's economy. And the tragedy is, there is no life assurance! I wonder why our Government who have earned name and fame for Controls, Ordinances, Rationalisation and nationalisation have not made life assurance compulsory for at least those who are about to marry! There is a time for everything and the best time for arranging life assurance is Marriage when the prospect will

be generally young and at the pink of health. The premiums will be low and the Insurance will make things easier for the Company and secure for the bride.

The following questions now suggest themselves automatically.

Why should anybody who is uninsurable or who can ill afford to pay premiums marry? What harm is there in making life assurance compulsory for bridegrooms, the policy being for the benefit of the bride? Cannot the dowry system be abolished, and as long as it stays an Ordinance be passed forthwith to the effect that at least 50 % of the dowry should be utilised for paying single premium, or commuted premiums for say the first 5 years, on the son-in-law's policy? Will not then Life Assurance become cheaper, easier, and in due course universal?

It is in the fitness of things that Marriage and life assurance should go together. If they do not now, I hope naturally or under legal compulsion, or by the 'live force' sex, they soon will.

THE METROPOLITAN INSURANCE CO. LTD. (Head Office : CALCUTTA.)

EVER FORGING AHEAD.

NEW BUSINESS }	1947	Rs. 4,19,56,513
	1948	Rs. 5,31,22,191
	1949	Rs. 6,55,39,463

BONUS OF Rs. 10/-per Thousand Per Year.

MADRAS BRANCH OFFICE:-

No. 52-53, Thambu Chetty St., G. T. MADRAS.

**OTHER OFFICES IN SOUTH INDIA AT
MADHURAI, VIJAYAWADA, BANGALORE, KARAIKUDI AND ALLEPPEY.**

Reviews

The Hindusthan Co-operative Insurance Society Ltd.

THE Hindusthan Co-operative Insurance Society, Limited, Calcutta, started in 1907 with the blessings of the late Rabindranath Tagore, is more popular in almost all the four corners of India than most of the Indian Insurance Companies. During the last 10 years, it has grown enormously in size and strength. Depressed business conditions, cessation of Inter-Dominion monetary transactions, great rise in the cost of living, continuous decline in the savings of the middle class and the rich, rigid Government control etc., have affected the business progress of many companies, but the Hindusthan has undauntedly marched ahead. Its new Business in 1949 amounted to Rs. 13,36,06,243, constituting an improvement over the previous year's new business record. The total premium income also increased correspondingly. It was Rs. 3,20,03,715. The total income, i.e. premium income, interest, dividends and rents, and other miscellaneous receipts, amounted to Rs. 3,66,35,973.

Though there has been an increase in the new business, it is not in the same proportion as it would have been under normal conditions. Unfavourable conditions have not only retarded the development to a certain extent but have also put the Institution to additional expenditure under so many heads and the result has been a small rise in the renewal expense ratio. It has gone up from 13.92 % in

1948 to 14.63 in 1949. The over-all expenses for the year, i.e. the total expenses expressed as a percentage of the total premium income, worked out to 28.44 % as compared with 29.07 % in 1948.

The Life Assurance Fund, including Provident Endowment Assurance recorded an increase over 1948 by Rs. 2,13,41,480. The total Life Fund amounted to Rs. 14,20,61,941 as on 31-12-1949. The Directors have taken proper care to see that this fund is invested safely and securely. Government and Approved Securities alone amount to 64.89 % of the adjusted liabilities. The rate of interest, dividend, rent and profits earned has increased during 1949 as compared to 1948. It was 3.25 % in 1948 whereas it has been 3.58 % in 1949.

The Institution paid as claims under maturity (including bonuses) Rs. 40,40,764 and by death Rs. 30,61,736, in 1949. Mortality experience is reported to be favourable.

A dividend of 10 % as against 6¼ % in the previous year was declared to shareholders.

Thus, the year 1949, has been a year of all round progress to the Society in spite of general depressed conditions. The Board of Directors, the Chief Officer,

Mr. N. Datta and the various Branches and Agencies who have been responsible for such a good record, deserve congratu-

lations both from the shareholders and the Policyholders of the Society. We wish the Society every success.

The Prithvi Insurance Company, Limited

MR. S. Parthasarathy, son of the late veteran Congress Leader, S. Srinivasa Iyengar, floated the Prithvi Insurance Company, Limited, Madras, in 1943 with a large paid-up capital of Rs. 10,00,000 to transact all kinds of Insurance business. Its paid-up capital now stands raised to Rs. 15,00,000.

The Company, though young in age, commands good popularity and a name for prompt service. Recently, it has shifted its Office to its own building, an up-to-date imposing structure with all modern conveniences in Esplanade, George Town, put up at a cost exceeding Rs. 7 Lakhs.

Mr. T. S. Swaminathan, M.A., F.I.A., F.C.I.L., Actuary and Manager assisted by a team of well qualified and efficient men and guided by an enlightened and experienced Board of Directors is conducting the affairs of the Institution most ably and well. Its field organisation at present consists of 23 Branch Offices, 10 Chief Agencies, and a large number of Special and Ordinary Agents working throughout the Country.

During 1949, the Company completed a business of over one crore of rupees in the Life Department. In the General Department, the total net premiums from the Fire, Accident and Marine business

amounted to Rs. 7,38,840 as against Rs. 7,23,560, in 1948. Of this, 28.5 % was derived from the Fire department, 46.1 % from Motor, Workmen's Compensation and Miscellaneous Accident Insurance business and 25.4 % from Marine Insurance Business.

The funds of the Company on 31st December, 1949, stood as follows:

	Rs.
Paid-up Capital	15,00,000
Fire Insurance Fund	1,05,186
Accident and Mis. Ins. Fund	1,70,190
Marine Insurance Fund	1,40,990
Life Insurance Fund	27,80,332
Investment Reserve Fund	1,90,000
Profit and Loss Appropriation carried forward	89,467
Total	49,76,165

During 1949, the Company acquired partly by purchase and partly by direct subscription, 58,875 shares of the Asiatic Government Security Life and General Assurance Co., Ltd., Bangalore at a total cost of Rs. 3,01,650.

The shareholders received a dividend at 3% free of Income-tax.

The Andhra Insurance Company, Limited.

ORGANISED in 1925, the Andhra Insurance Co., Ltd., is completing 25 years of useful social service and will be celebrating its Silver Jubilee by August, 1950. This is an eventful year and the company can look back upon its past achievements with pride and satisfaction. The Annual Report for 1949 records excellent results and is a sure indication of still greater achievements in the years to come.

During the year, 8169 new Policies were issued assuring a sum of Rs. 1,63,54,906, which shows an increase of Rs. 24 lacs over the previous year. The net premium income rose to Rs. 30,60,833 as against Rs. 27,16,148 in 1948, while the income by way of rents, dividends, and interest accounted for Rs. 3,52,538 as against Rs. 2,94,707 in the last year.

Claims to the tune of Rs. 7,31,452 arose during the year under policies by survival and death. The business of the company is carried on with a strict vigilance on expenses. As a result of very efficient and economic management, the company was able to increase the Life Funds by Rs. 17 lacs. The total life funds at the end of the year stood at Rs. 1,26,00,000.

The business transaction in Fire & General Department was satisfactory and has made further progress. The net premium income amounted to Rs. 2,10,657 as against Rs. 94,550 in 1948. After meeting the management expenses and making a provision of Rs. 84,262 for unexpired risks, there was an underwriting profit of Rs. 8,609 as against an underwriting loss of Rs. 23,914 in 1948. The overall profit, including interest, dividend etc less income-tax amounted to Rs. 22,814. An amount of Rs. 18,500 has been transferred to Investment Reserve Account to meet the market fluctuation in the value of investments.

The total assets of the company reached an impressive figure of Rs. 1,46,66,927 and the assets have been invested with due care. With its characteristic features of writing sound and solid business every year, gradual and steady expansion of its organisation, prompt and effective service to the policyholders, the future of the company is assured and we have no doubt that the Management headed by Mr. D. Subrahmanyam, M. A., F.I.A., F.S.S., as Secretary will accelerate the rate of its progress on a gigantic scale and will become a power for social good.

The New Asiatic Insurance Company, Limited.

THE 1949 Report and Accounts of the New Asiatic Insurance Co., Ltd. have set up a new record for the institution ever since its start in 1933. The company, with its advantage of resourceful and highly respectable Directors, has set up Branch and Organising Offices throughout the country under able and hard working persons in charge and the

progress made by the Company in every way is splendid.

During the year 1949, the Company issued 13,825 new policies assuring a sum of Rs. 3,53,36,830 which is an increase over the previous year by 10 %. The net premium income totalled Rs. 62,73,002 as against Rs. 55,46,402 in 1948. The

total income from all sources rose to Rs. 67,12,782. The Company registered claims both by death and by maturity to the tune of Rs. 7,18,515 and it is creditable that the claim experience of the



MR. A. SUBBIAH,
Manager, Madras Circle.

company was within limits; this shows clearly the care exercised by the Management in the selection of lives proposed for assurance.

A sum of Rs. 36,59,526 was added to the Life Fund at the end of the year, the total amounting to Rs. 1,58,61,816.

General Department:- The business transactions in this department showed further advance and improvement and the Net premium income totalled Rs. 38,31,649 which is an increase of Rs. 11,33,708 over the previous year.

In the Fire Department, the net premium income amounted to Rs. 14,64,824 and after all adjustments, there was a surplus of Rs. 2,41,086. The Marine Department recorded a premium income

of Rs. 7,61,636 and showed a surplus of Rs. 1,81,450. In the Accident & Miscellaneous Department, the net premium income amounted to Rs. 16,05,187 and after paying claims and making necessary adjustments, this Department showed a surplus of Rs. 21,406.

At the end of 1949, the Life Fund amounted to Rs. 1,58,61,816. The Financial position of the Company in respect of General Departments was as follows:-

Paid up Capital	Rs. 20,00,000
General Reserves:-	
General	.. 3,00,000
Investment	.. 4,03,155
General Insurance	
Business Reserve:-	
Fire	.. 5,85,930
Marine	.. 3,04,655
Miscellaneous	.. 6,42,075

The Balance, after all adjustments just as allocation of reserves, Management expenses etc., amounted to Rs. 3,81,726. A dividend of Rs. 5 per share was recommended to the Shareholders. A sum of Rs. 2,56,726 was carried forward to the next year's account.

Among the different Branches of the institution, the Madras Branch holds a very important position and the business of this unit is very substantial every year. The interests of the company are well looked after by Mr. A. Subbiah, Manager, Madras Circle, who is devoting himself to the cause of the institution for over a decade now with unrelenting zeal and enthusiasm. His untiring efforts to popularise the company in these parts are worthy of mention and he is held in great esteem by the principals of the institution. We hope and trust the Madras Branch will grow from year to year contributing a larger measure of business to the company.

The Canara Mutual Assurance Company, Limited.

THE progressive character of the Canara Mutual Assurance Co. Ltd., is maintained during 1949. The Accounts show that the Company issued new Policies for Rs. 45,18,850. The premium income increased to Rs. 15,60,667, while income from other sources like rents, dividends and rents etc., amounted to Rs. 1,37,311. As a result of the year's work, the Life Fund was further increased from Rs. 42,10,975 to Rs. 51,89,403, an addition of over Rs. 9,78,427.

The expenses of Management bear a reasonable proportion to the premium income and the Renewal Expense ratio, according to Rule 25 (b) of the Insurance Rules works out to only 12.41%.

The total assets of the company amounting to nearly Rs. 60 lakhs are invested in good types of Securities as per the Insurance Act and the interest yield is satisfactory.

The Company has taken up the construction of its first Branch Building at Bangalore and surely the new Building,

when completed, besides proving to be a valuable investment ensuring good return, will popularise the company a great deal.

In the short space of about 15 years, the Canara Mutual has reached a strong position financially. This is due to sound underwriting methods, very economic management, and careful investment policy pursued by the Management from the very beginning. The latest Valuation conducted by the end of 1946 on a very stringent basis, revealed a surplus of Rs. 2 lakhs, thus demonstrating the inherent strength of the institution. As a result of the Valuation, a decent Bonus of Rs. 7/- on whole Life and Rs. 5/- on Endowment Policies per thousand per annum was declared, not only for 4 years covering the period of valuation but also for the 4 years that preceded the valuation period, i.e., from 1939 to 1946 in all. We congratulate Mr. T. R. A. Pai, the Managing Director of the Company on his able conduct of affairs of the institution and hope the Company would reach greater heights in future.

The Hindusthan Ideal Insurance Company, Limited.

THE Directors' Report of the Hindusthan Ideal Insurance Co., Ltd., for the year ended 1949 shows good evidence of much headway made by the Company during the period. Increase in New Business of 50%, the steady growth of funds, and productive organisation in new areas are some of the notable features of the Report.

It is pleasing to note that the new business of Rs. 32,00,789 completed for the year under 1684 Policies constitute a record figure in the career of the institution. The premium income for the year

rose to a substantial sum of Rs. 5,09,039 as against Rs. 4,10,196 during the previous year. The Life Fund was raised to a total of Rs. 14,73,936 by an addition of Rs. 2,35,153 as a result of the year's working.

The Company received claims by way of death, maturity and surrenders to the tune of Rs. 56,010. During the year, claims to the extent of Rs. 47,588 have been settled which includes outstandings at the beginning of the year.

It is noteworthy that the Company has written off a sum of Rs. 47,411 on

account of depreciation on investments, which redounds to the credit of this young institution. The Directors' view to strengthen the position of the Company by increasing the capital to Rs. 10 lakhs is but right and this will surely help in furthering the organisation and expansion programme launched recently. Further, the Directorate of the institution has been further strengthened with the addition, during the year, of influential persons like Sree Raghunandan Saran, M.A., (Ashok Motors) Sree A. R. A. Adai-

kappa Chettiar of Sri Venkatesa Mills, Ltd., Sree. V. Venkata Rao, B.A., B.L., Advocate, Vizianagaram and Raja Sri. J. Rameshwar Rao, M.A., Raja of Wana-party, Hyderabad.

There has been a noticeable improvement in the affairs of the institution since Mr. S. Ramachar became General Manager. The Central Office is at Madras and the General Department will start functioning shortly. We wish the Company every success.

The Western India Life Insurance Company, Limited.

THE history of the Western India Life Insurance Co., Ltd., Satara, from its humble start in 1913 to the present size and magnitude reads like a romance. The Company never cared to show spectacular results and continued to work in a quiet and scientific way. Every year the

progress of the Company was marked and to-day the number of policyholders exceeds 1,50,000 and the total assets amount to Rs. 4,50,42,444.

The Directors' Report for 1949 bears ample testimony to the increasing strength of the institution and its immense popularity. During the year of report, 11,401 new Policies were issued for a sum of Rs. 2,45,47,428 at an annual premium income of Rs. 12,51,027, besides single premiums of Rs. 24,512. The claims under the contracts issued by the company that fell due for settlement by death and maturity accounted for Rs. 20,57,225. The expenses of Management were low and according to Rule 25 (b) the renewal expense ratio was only 12%. As a result of the year's working, the Life Fund which amounted to Rs. 3,66,95,926 at the end of 1948 was increased by a sum of Rs. 48,42,329, thus raising the total Fund to Rs. 4,15,38,256.

It is gratifying that the Company was able to maintain its continued onward march and to increase its new business, while the general trend of economic



MR. K. Y. JOSHI, B.A., F.I.A.
Manager

conditions and tightened money market are not conducive to better working of financial institutions. The Company



DR. M. N. AGASHE, M.B.B.S.
Chairman (Western India Life.)

with its service-minded Directorate has earned a good name all over the country for its fair and square deal to its policyholders. The Company has several important Branches and Chief Agencies and Organising Offices functioning at an economic cost in all important centres.

It is worthy of note that the Madras Branch is under the able guidance and control of Mr. V.H. Khadilkar, B.A., who commands extensive knowledge of the business coupled with many years' experience in the service of Insurance both in the Branch offices & the Head office.

We confidently look forward to greater expansion of the Company's organisation in the South and wish continued prosperity to the company.

The Industrial & Prudential Assurance Co., Ltd.

PURELY an Indian Company, its capital and management being entirely Indian, the Industrial & Prudential Assurance Company, Limited, Bombay, has progressed from strength to strength almost every year since its establishment in 1907. Its destinies are guided by an eminent Board of Directors consisting of Messrs. J. C. Setalvad, Velji Lukhamsi, Mangaldas B. Mehta, Cattan D. Vaidya, D. M. Ghia, Sir Behram N. Karanjia, and Rai Bahadur Rajkumarsingh Hukamchand. The last named joined the Board only recently. A well-known business magnate of Indore and a Director in a number of Industrial Concerns, Rai Bahadur Rajkumarsingh Hukamchand's association with the Industrial & Prudential will, we have no doubt, enhance the dignity of the Institution still further.

The Company maintains an excellent financial position. It occupies a place amongst the first dozen companies in the matter of new business procurement. Its organisation extends throughout the length and breadth of the Country and its service to the policyholders is second to none.

During 1949, the Company completed a new business of over Rs. 2 crores. The total business in force exceeded Rs. 16.2 crores. Its Life Fund increased from Rs. 4,00,24,566 to Rs. 4,48,00,504.

The Company is managed efficiently and within a reasonable expense ratio. During 1949, the expenses amounted to only 23.7% of the premium income. Under rule No. 25 of the Insurance Act, the Renewal Expense Ratio worked out to 14.2%.

The Funds of the Company are invested as detailed below:

Government and Approved Securities	Rs. 2,63,28,753
Shares of Industrial Finance Corporation (Approved Securities)	12,50,000
Ordinary & Railway Shares	43,46,752
Preference Shares and debentures	37,02,147
House property and mortgages	17,98,660
Loans on policies	24,59,056
Miscellaneous	12,43,068

The Company maintains an Investment Reserve Fund of Rs. 7,00,000 to off-set any probable depreciation in the value of investments.

The Company's Branch Office at Madras, is contributing a substantial business every year to the success of the Company. Mr. P. Ramaswamy, B.A., a very capable and experienced gentleman is in charge of the Branch for over a decade.

The Bombay Co-operative Insurance Society Ltd.,

WE are happy to report the continuance of another good year for the Bombay Cooperative for 1949 for which the Annual Report of the Society is now with us. Though, on the whole, the period was not conducive to smooth working of financial institutions, it is highly creditable that this Society was able to record better results over the previous year. This is enough proof to establish the merit of the Society and its service capacity to the general public.

He is one amongst the handful top insurance men in this Presidency who always shuns business records at suicidal cost.



MR. P. RAMASWAMY, B.A.,
Manager, Madras Branch.

Insurance Business will develop much better if every insurance man strives to follow his example.

We wish the Company every success.

During the year, the new business of the Society amounted to Rs. 62,46,565 which represents an increase of 19% over the past year, under 4765 Policies. The total premium income of the Society rose to Rs. 18,37,138 while the total income including interest, dividends and rents etc. went up to Rs. 21,22,793. This includes refund of taxes to the tune of Rs. 49,098.

Claim amounts to the policyholders and beneficiaries by maturity and death were paid to the extent of Rs. 3,23,181 leaving

a sum of Rs. 2,10,395 outstanding at the end of the year. The management expenses were to the barest minimum, for the overall expense ratio worked up to 27.39%, the renewal expense ratio as per Rule (b) being only 13.81% which is less than the last year's ratio. It is noteworthy that the Society was able to augment its Life Fund by adding Rs. 13,51,200 by the year's transaction; the total Life Fund stood at Rs. 79,62,062 on 31-12-49.

The Society has made notable progress as revealed in the Valuation Report recently issued for the four years from 1-1-46 to 31-12-49. On a strong basis of a 2.875% actuarial valuation, the Society has disclosed a surplus over liabilities of

Rs. 4,33,643. The mortality experience of the Society is satisfactory as the percentage of the actual death to the expected deaths works out to 83%. For the Valuation, the Oriental (1925-35) Table has been adopted for the purpose of mortality. As a result of the valuation, a reversionary bonus of Rs. 7/- on Whole Life Policies and Rs. 5/- on Endowment Policies was declared to the Policyholders per thousand sum assured per year.

The Society's Management is in the enthusiastic hands of Mr. G. H. Thakore, M.A., an enlightened insurance man and we look forward to greater development of the Society's business under his active lead.

The United India Life Assurance Company, Limited.

IN the field of insurance, the United India Life Assurance Co., Ltd., enjoys an abundant measure of public confidence ever since its inception in 1906. All these years, the institution has been rendering active public service on a countrywide scale, keeping to the established principles of sound finance. Every year there has been steady growth of its funds, premium income, and new business. The new business for the year 1949 amounts to Rs. 3,14,88,854 while the total assurances in force exceeds Rs. 21 crores.

As at the end of 1949, the total assets of the company totalled over Rs. 5,05,00,000. All the funds of the company are safely invested in the most prudent manner ensuring a fair yield of interest. Further, the institution is managed economically and the renewal

expense ratio for the year worked out to 14.6%. The total claims paid to the policyholders both under maturity and death amounted to Rs. 22,80,000.

A Valuation made as on 31-12-49 on a very conservative basis disclosed a surplus of Rs. 28,33,362 which reflects the great care and consideration shown by the Management to the interests of the policyholders. Out of the surplus, a bonus of Rs. 9/- on Whole Life Policies and Rs. 7/- on Endowment Policies was declared per Rs. 1000/- sum assured per year.

Headed by Sri. M. C. M. Chidambaram Chettyar, the well-known business magnate of South India, as Chairman, the institution is ably administered by Mr. N. V. Nayudu, M.A., B.L., F.I.A., the Manager of the Company. We have great hopes about the Company's future and its service to our countrymen.

The South India Co-operative Insurance Society, Ltd.

IN keeping with the high ideals that inspired the founder of this premier Insurance Office formed under the Co-operative Societies' Act, the Society has continued to flourish ever since its start in 1930 and shines forth as a beacon light of cooperation in the field of insurance. The Society is expanding on healthy lines and growing more and more popular all over the country and this is illustrated by the progress made during 1949.

The Society issued new policies for over Rs. 85,88,000 during the year and the Life Fund increased to Rs. 64,45,046. The total premium income amounted to Rs. 19,19,824. The claims by maturity and death accounted for Rs. 2,75,562 for the year.

The facts that the Society has been registering every year improved progress in all directions, particularly premium income and Life Funds and that the affairs have been managed at a reduced expense ratio amply prove the high sense of responsibility of the Committee of Directors and the executive. The Society has a network of agencies operating in important centres in the country.

In the matter of service to the policyholders, the Society has earned an enviable name for its very prompt settlement of claims. The Society's funds have been invested with considerable caution and care consistent with fair return on such investments.

It is gratifying to note that the latest Valuation of its liabilities made as on 1946 resulting in a surplus of Rs. 2,91,298 lakhs brings out the inherent strength and vitality of the Society. The standard of valuation was very high comparable to offices of several decades' standing. Bonus of Rs. 8/- under Whole Life Policies and Rs. 6/- under Endowment policies was allocated to the policyholders.

To sum up, the Society is managed on ideal lines and has the benefit of guidance from the Co-operative Department. Mr. Venkatachalam, M.A., B.L., the Secretary of the Society, is devoting himself ceaselessly in the cause of the institution and we envisage a great future with vast potentialities for this Society and wish it all success.

The Bombay Mutual Life Assurance Society, Limited.

THE Bombay Mutual Life Assurance Society, Ltd., Bombay is the oldest insurance Society in the Country, having been founded in 1871. It is well known that the Society, working on the mutual system, has no shareholders and no share capital, and all policyholders are members among whom the surplus of the

Society is distributed. The Society is held in great esteem and has become popular all over the country. Its popularity is reflected in the business figures available for 1949.

In spite of the tight money market conditions and the other depressed atmosphere prevailing during the year, the

Society was able to maintain its progress in the matter of new business and premium income. The new business completed during the year amounted to Rs. 4,90,82,375 under 18,288 policies at an annual premium income of Rs. 23,12,904, besides Single Premium of Rs. 19,990. By death and maturity the Society incurred by way of claims to the extent of Rs. 44,92,856.

At the end of the year, the total assurances on the books of the Society totalled Rs. 37,20,10,611 in addition to current annuities (exclusive of Deferred Annuities) in force for Rs. 19,979 per annum. The premium income for the year reached a total of Rs. 1,80,72,704 while the Life Assurance Fund registered an increase of Rs. 1,22,38,900 to a total of Rs. 9,35,01,168. The Renewal Expense Ratio worked out as per insurance rules to 13.99% as against 13.42 in the previous year and this small rise in expenses is attributed to some extent to a drop in New Business and increased remuneration paid to staff. The average rate of interest earned on the funds of the Society was 3.69%.

The total investments at their book value in Government Securities are Rs.

3,62,39,420; in approved securities Rs. 2,68,33,636 and in other Stock Exchange Securities Rs. 2,04,77,030 and in real estates Rs. 62,42,926. During the year, the book value of the investments has been written down by a sum of Rs. 5,15,361. The excess of the book values over market values on the investments to the extent of Rs. 13,16,430 is covered by the Investment Reserve Fund of Rs. 15 lakhs.

The Actuarial Valuation of the Society at the end of 1948 determined that the Society found itself with a surplus of over Rs. 25 lakhs. Bonus was allocated to the Policyholders as below.

Whole Life Rs. 5/- and Endowment Rs. 4/- (for policy numbers below 3,00,000)

Whole Life Rs. 10/- and Endowment Rs. 8/- (for Policies bearing No. 3,00,000 and over)

Messrs. S. A. Ramaswami & Bros., the Chief Agents of the Society for Madras Presidency are popularising the institution a great deal in the area under their charge for several years. We wish them and the Society continued prosperity in the years to come.

The Empire of India Life Assurance Company, Limited.

THE Empire of India Life Assurance Co., Ltd., of Bombay has to its credit a distinguished record of over 50 years of faithful service to the public and is regarded and respected for its sound financial position. The standard of service maintained by the institution is of the highest type and the institution has launched on a big programme of expansion on a more intensive scale under the energetic stewardship of Mr. Roshanlal, the General Manager. For the year 1949, the new business completed was about Rs. 7.5 crores.

As at the end of 1948, for the report for 1949 has not yet reached us, the total business in force exceeded Rs.

27,73,00,000 and the Life Fund amounted to Rs. 7,94,18,847. The total income by way of premiums, interest, dividends and rents etc, registered an increase and amounted to Rs. 1,44,48,480. The payments to policyholders and beneficiaries by way of claims exceeded to Rs. 1 crore.

The latest Valuation of the Company which was done in 1946 on the most conservative estimate of $2\frac{1}{2}\%$ interest basis demonstrated resilience and merit of the management and the valuation resulted into a surplus of over Rs. 31 lakhs out of which bonus was allocated to the policyholders at Rs. $6\frac{1}{4}$ on Whole Life and Rs.

5/- on Endowment Policies per Rs. 1000 sum assured per year.

All the funds of the company are duly pruinvested, the major portion of the investments being in Government Securities. The institution is managed on approved principles of sound finance and is staffed by well trained and well qualified men in the line to render efficient service to the policyholders. The company is widely represented throughout the country and there are Branch Offices functioning at all important centres. We have every hope that the future of the Company is sure to witness an expansion on an unprecedented scale and rise higher and higher in the estimation of the insuring public.

The National Insurance Company, Limited.

WITH a directorate consisting of industrialists and prominent businessmen headed by Lala Lakshmi Pat Singhania as Chairman, the National Insurance Co., Ltd., is rendering insurance service remarkably well for over 40 years now. It is fortunate that the institution is under the management of Mr. S. D. Srinivasan, M.A., F.I.A., the distinguished Actuary who is connected with it for several years. This is a top ranking institution, well known for very large turnover of new business every year. The completed business for 1949 exceeded Rs. 7.6 crores.

The total Funds of the Company at the end of 1948 exceeded Rs. 7,36,00,000, and the total income was nearly Rs. 1,89,00,000. The total disbursements in respect of claims both under Whole Life and Endowment contracts and other heads amounted to Rs. 56,92,089. The total

insurance in force at the end of 1948 reached the magnificent figure of Rs. 34,40,72,521.

The company invested its assets which exceed Rs. 8,18,57,000 in productive channels in accordance with the requirements of the Act. The latest Valuation of the Company as on 1945 revealed a surplus of Rs. 25,80,000 and Bonus was apportioned to the participating Policyholders at the rate of Rs. 5/- per thousand sum assured per year.

It is a matter of pride that the institutions of this type have played a great part in popularising the value and benefits of Life Assurance in the country for decades and have set up great standards in the profession. Service to the policyholders is the main objective in view in the case of Life Offices and the name of "National" stands very high in this respect. The Company commands full

fledged Branches in almost all important centres in the Country with experienced persons in charge. We believe the institution will record in the coming

years bigger volume of new business with its programme of expansion launched recently. We wish the institution all success.

The Lakshmi Insurance Co., Ltd. 160098

THE Lakshmi Insurance Co. Ltd., is one of the few insurance companies of major importance in the country completing large new business every year. Though it was started in 1925, the pace of its progress was outstanding from the very start and this is due to its association with very well-known and ardent patriots like Late Lala Lajpat Rai, Pandit Motilal Nehru as founder directors. With its powerful directorate, the company found it easy to organise on a countrywide scale and expand the business rapidly.

The company issued new policies during 1949 for over Rs. 4.5 crores. The Annual Report and Balance Sheet for 1949 having not yet been released, to give an idea of the size of the institution and its popularity, we record below the results of 1948. As at the end of 1948, the Life Fund of the Company totalled Rs. 4,13,36,984 and the total income amounted to Rs. 97,60,706. Claims were settled to the tune of Rs. 31,85,104. Due to factors that were beyond the control of the management, particularly after the partition of the country and the conse-

quent transfer of the Head Office to Delhi, the expenses were higher than the previous years. The renewal expense ratio worked out to 24 % for 1948.

The assets of the company amounting to nearly Rs. 4,71,00,000 are all invested as per the Act and the major items of investments consist of Government & approved Securities, Real Properties, Shares & Stocks of Joint Stock Companies, Policy Loans and Mortgages. The last Valuation as on 1945 resulted into a surplus of Rs. 16,65,000 which enabled the declaration of a Bonus of Rs. 10/- on Whole Life and Rs. 8/- on Endowment Policies per thousand sum assured per year to the policyholders.

The company has Branch and organising offices all over the country and the Madras Branch is in charge of Mr. I. D. Gandhi, who is in the service of the company for a long time. The Madras Branch is doing steady business and we hope the efforts of Mr. Gandhi to increase the business in these parts by more intensive organisation will be attended with undoubted success. We wish the company every success.

The Metropolitan Insurance Company, Limited. 181000, 1134

FOUNDED in 1930, striking progress has been made by the Metropolitan Insurance Co. Ltd., every year. In recent years, the new business of the company has advanced far ahead of many insurers and in 1949, the company has completed more than Rs. 6,55,00,000 crores.

At the close of 1948, the total business in force on the books of the company amounted to over Rs. 14 crores. It is worthy of note that the expenses have not gone up, though new business has shown great expansion. The renewal expense ratio worked out to 17.94 % for the year.

which shows a reduction when compared to the previous year. The company derived a total income of Rs. nearly Rs. 80 lakhs. By way of claims, during the year the company paid out Rs. 10,85,270.

The Life Fund increased by over Rs. 37 lakhs and amounted to Rs. 1,51,54,254. The company's assets are all judiciously invested in different channels as prescribed in the Act consistent with reasonable return.

The Jupiter General Insurance Co., Ltd.

ONE of the prominent composite insurance offices. The Jupiter General Insurance Co., Ltd., Bombay continues to forge ahead every year showing increased transactions in all departments. Lala Shankar Lal, the Managing Director of the institution, is an experienced insurance man and is guiding the affairs wisely and well. During the year 1949, the completed new business in the Life Department exceeded Rs. 1,76,60,000.

As at the end of 1948, the Life Department recorded a total income of Rs. 39,20,367 and the Life Fund totalled Rs. 1,18,40,644. The total net premium in the Fire Department amounted to Rs. 32,92,187, while the net premium income in Marine and Miscellaneous Departments were Rs. 5,64,003 and Rs. 14,66,338 respectively. After meeting the management expenses and making necessary adjustments, the profits amounted to Rs. 2,51,386.

The Actuarial Valuation conducted as on 1947 disclosed a surplus of Rs. 6,10,744 and bonuses were allotted to policyholders. The Directorate of the company consists of highly influential persons with character and business integrity and the record volume of new business that the company is able to write every year proves the increasing and active interest evinced by the Management. We have no doubt that the future of the company is very bright and wish it growing success.

The financial position of the company at the end of 1948 stood as follows:-

Capital	Rs. 23,74,610
Application Money on forfeited Shares	.. 100
General Reserve Fund	.. 2,91,548
Investment Reserve	.. 3,21,692
Building Depreciation Reserve	.. 50,970
Fire Fund	.. 17,50,000
Marine Fund	.. 10,50,000
Miscellaneous Fund	.. 7,33,400
Life Fund	.. 1,18,40,644
Reserve for bad and doubtful debts	.. 95,462
Profit & Loss Appropriation Account Balance	.. 2,51,386

The Madras Branch is continuing to show steady progress every year and is ably managed by Mr. G. Venugopal, the Branch Manager. Mr. J. S. Reddy, the Life Branch Manager commands considerable experience in the line and we hope the Life Department will show increased results year after year.

The Asian Assurance Company, Limited.

ESTABLISHED in Bombay in 1910, the Asian Assurance Co., Ltd., is a financially strong institution with assets totalling Rs. 2,70,00,000. The company which was transacting only Life business all along, has commenced issuing policies covering risks against Fire, accident etc for some years now. The progress made in these new departments show encouraging results. The average new business in the Life Department is about Rs. 2 crores every year.

At the end of 1948, the Life Fund amounted to Rs. 2,35,00,000 and total policies in force exceeded the high figure of Rs. 10,35,00,000. The total income derived from premium income, interest, dividends and rents etc went up to Rs. 64,00,000. The net revenue

in the General department amounted to Rs. 3,86,616.

Profit & Loss Appropriation Account:- A debit balance of Rs. 90,120 was brought forward from the previous year and the profit of Rs. 1950 and refund of income tax amounting to Rs. 24,353 during the year have been credited to this account. The balance of Rs. 63,816 is carried forward to the next account.

The affairs of the management are ably guided by the Managing Director Mr. J. N. Heredia, B.Com., whose devotion to the interests of the company is deserving of high praise. We look forward to the increasing success and prosperity of the company in the future years. We wish the company all success.

ASIAN

Assurance Company, Limited

Asian Building, Ballard Estate, Bombay.

Estd. 1910

Life, Fire, Motor, Accident, Miscellaneous.

Business in force exceeds	...	Rs. 10,35,00,000
Life fund exceeds	...	.. 2,35,00,000
Assets exceed	...	.. 2,68,00,000
Total claims paid Over	...	.. 1,30,00,000

Applications for Agencies Invited.

Branches throughout India

Madras Branch: 310/311, Linghi Chetty St., George Town.

BEZWADA:— Gandhi Nagar

MANGALORE:— Hampankatta

MADURA:— 14, North Veli Street

ALLEPPEY:— Krishna Bldg. Near Iron Bridge.

BANGALORE:— 1, Sri Narasimharaja Road, Bangalore City

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INDIA LIFE BENEFIT ASSURANCE SOCIETY Ltd.
 Head Office: COIMBATORE.

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The Society offers attractive schemes at low rates of premium.

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(Agency and banking facilities throughout South India)

Chairman: **T. A. Ramalingam Chettiar, B.A., B.L., M.P.,**
C. R. Sivasubramanyam, B.A., **M. S. Palaniappa Mudaliar, B.A.,**
 Secretary. *My. Director.*



STERLING GENERAL
INSURANCE COMPANY, LIMITED,

(Head Office: NEW DELHI)

CONTROLLING OFFICE:

10, Linghi Chetty Street, G. T. MADRAS 1.

Paid up Capital: **Rs. 12,50,000**

Assets Exceed: **Rs. 50,00,000**

One of India's Leading and Largest Capitalised Composite Offices.

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WANTED Inspectors and Special Agents on lucrative terms
 in all unrepresented districts.

Apply to:— **K. S. RAMAMURTHI, M. A.,**
 Deputy General Manager.

The India Life Benefit Assurance Society, Limited.

THE Directors and the Management of the India Life Benefit Assurance Society deserve to be congratulated on the splendid way in which the Society's affairs are being directed. The Society which was transacting only provident business before the advent of the Insurance Act, 1938 has shown strong determination and rare capacity in laying the foundations on a solid basis by adopting sound business methods and improving the organisation within reasonable cost. The intrinsic merit of the company is well brought out by the valuation results at the end of 1945. The valuation resulted into a surplus of Rs. 74,000 and the company found it easy to allot a bonus to the policyholders. The bonus declared amounted to Rs. 10/- under whole Life policies and Rs. 7½ under Endowment Policies per Rs. 1000 sum assured per year. It is worth noting that the capacity of the management to make good returns to the policyholders,

with the turnover of small new business every year is highly commendable. This emphasises the fact that the business has been carried on on really economic and at the same time efficient lines.

At the end of 1949, the premium income of the Society amounted to Rs. 6,30,625 while the Life Fund advanced to Rs. 19,30,487. The claims under the contracts issued by the Society amounted to Rs. 1,06,075. The Management expense were within reasonable limits and the renewal expens ratio worked out to only 14.5%. Great care is being exercised in the matter of investments and these are done in conformity with the rigid regulations of the Act.

The Society has reached a stage when a more rapid expansion of its activities can be undertaken with success. We foresee a great future for the Society and wish it all success.

The Sterling General Insurance Co., Ltd.,

THE Sterling General Insurance Co., Ltd., is fast growing up reporting progressive new business each year. The Company's Paid up capital as at December 1948 amounted to Rs. 12,42,250 and the total assets amounted to Rs. 45 lakhs. This is a composite insurance office transacting all classes of business. With a directorate composed of influential and tried business men of considerable experience, Mr. M. N. Seth, the enterprising Managing Director of the Company is guiding the institution on right lines.

The total new business of the company for 1949 exceeded Rs. 85 lakhs.

At the end of 1948, the Life Fund amounted to Rs. 10,57,450. The net premium income derived in the Fire, Marine and Miscellaneous Departments amounted to Rs. 4,47,017. The Reserves at the end of the year stood at Rs. 1,63,410 and a sum of Rs. 9,058 being the profit, has been transferred to the Profit and Loss Account.

To strengthen the financial position of the company, several bad and doubtful debts on account of unrealisable premiums in Pakistan and elsewhere have been written off. The organisation of the company has been improved and further strengthened. Among the productive units of the company, the Madras Branch tops the list and

almost from the beginning, the business returns from this Branch have been very substantial with good premium income. Mr. K.S. Ramamurthy, M.A., the Deputy General Manager, who is in charge of the Madras Unit is a seasoned insurance man endowed

with a flair for organisation. The organisation set up by him is continuing to yield highly satisfactory results in the form of steady flow of new business and there is no doubt that the future is bright with immense possibilities for more expansion.

The General Assurance Society, Ltd.,

THE General Assurance Society, Ltd., Ajmer is now transacting all classes of insurance business such as Life, Fire, Accident and Marine. The Society is an old institution having been established in 1907. In common with other insurers, the company has witnessed good and bad times and due to the enterprise and initiative of the management, the Society has continued to grow and expand all these years. The Society is sound financially and meets its obligations promptly and well.

In 1948 the latest year for which the Annual Account is available, the company issued new policies for Rs. 2,83,58,000. The premium income increased to Rs. 63,12,600. The total income amounted to Rs. 70,98,130. The outgo including claims, management expenses, depreciation etc, amounted to Rs. 45,87,581. A net addition of Rs. 25,10,627 was made to the Life Fund raising it to Rs. 2,16,67,020.

The net premium income in Fire, Marine and Accident departments amounted to Rs. 18,71,305, Rs. 5,23,767 and Rs. 6,74,380 respectively. All these departments showed a decent profit during the year and the Fire Fund stood at Rs. 7,48,522, the Marine Fund at Rs. 2,61,884 and the Accident Fund at Rs. 2,69,752. After making necessary adjustments, there remained a balance of

Rs. 68,845 which has been transferred to Profit & Loss Appropriation Account. A Reserve for contingencies has been made for Rs. 25,000 out of the profits of the General Department.

On the whole, the Accounts of the Society reflect its progressive state of affairs and we congratulate the management on the sound financial condition of the Society.

THE GENERAL ASSURANCE SOCIETY LTD.

H. O. AJMER. : : Estd. 1907

Figures that speak for themselves

(LIFE DEPT)

Life Fund Over Rs. 2 Crores 16 Lacs

Business in Force " " 13 Crores

Total Assets " " 24 Crores

Also Transacting

FIRE, MARINE, ACCIDENT AND MISC.

GENERAL INSURANCE BUSINESS

PROMPT PAYMENT OF CLAIMS - A SPECIALITY

Branches All Over India and Abroad

The All India General Insurance Co., Ltd.,

THE All India General Insurance Co., Ltd., Bombay owes its origin to the enterprise and foresight of some of the leading commercial and industrial business men of Bombay who are well-known for their business integrity and broad social outlook. The company is backed up with a huge paid up capital of Rs. 31.25 lakhs and the assets at the end of 1948 stood at Rs. 60 lakhs. The Company transacts Life, Fire, Marine and Accident insurance business of all kinds and the business recorded so far provides ample proof of the great role the institution could play in the economic life of the country in future.

Mr. Ramdeo Anandilal Poadar is the Chairman of the Company and Mr. S. B. Carmaster, an outstanding insurance man of considerable reputation, is the General Manager. The organisation of the company extends all over the country and several full-fledged Branches are functioning in different parts of the country. The average new business in the Life Department is about Rs. 1½ crores every year and at the end of 1948 the Life Fund amounted to Rs. 17.5 lakhs. The premium

income in the General Department has shown continued progress and the net premiums derived from the Fire, Marine and Accident & Miscellaneous Departments amounted to Rs. 4,44,110, Rs. 4,64,338 and Rs. 9,38,158 respectively.

The above business figures reflect the growth and development of the company from its start in 1944 and is a prelude to the further expansion of its activities. The business returns from the Madras Branch, which is controlled by Mr. P. V. K. Shanmugam, B.A., under all departments are worthy of mention. Several Sub-Offices are set up in different centres in the Madras Presidency and it is a matter for great credit that of the various insurance offices operating in the South, the All India General is a prominent one in the matter of new business. We confidently trust that the business will grow from year to year and will show increased progress.

We wish the institution greater prosperity.

The Indian Mutual Life Association, Ltd.

THE 1949 Accounts of the Indian Mutual Life Association, Ltd., report another year of continued progress. Expansion of premium income, increase in the total business and considerable addition to the Life Funds are some of the highlights of the Report.

During the year, 4,063 new policies were issued assuring a sum of Rs. 76,27,025. The net premium income

amounted to Rs. 17,74,864 and income by way of interest, dividends and rents accounted for Rs. 2,41,000. Claims by death maturity, or surrenders amounted to Rs. 3,63,732. The business of the Association is carried on very economically as indicated by the renewal expense ratio which works out to 15% as in the past year.

At the close of the year, total business in force amounted to over Rs. 3½

crores and the Life Fund increased by Rs. 11,07,432 to a total of Rs. 72,10,291.

The total assets of the Association rose to Rs. 76,40,825 and are invested as below.

Government & Approved Securities	58 %
Loans on Mortgages and Policies	30 %
House Property	1.6 %
Other Assets including cash on hand and with Banks	10.4 %

The progress of the INDIAN MUTUAL GENERAL INSURANCE SOCIETY, LTD., which is started only four years back, is encouraging. The net premium income in the Motor and Fire Departments amounted to Rs. 95,377 and Rs. 17,285

respectively. The year's transaction resulted into a net profit of Rs. 18,167 which together with the previous year's balance comes to Rs. 18,941. The profit has been appropriated as under.

To Investment Reserve	Rs. 4500
.. General Reserve	.. 10,000
.. Policyholders' Benefit Fund	.. 4000
.. Carried forward to next year	.. 441

Mr. C. M. Srinivasan, the Founder and the General Secretary of the Association is to be congratulated on his keen foresight in having started the Association 25 years back on a Mutual basis without share capital and having brought it up as one of the soundest insurance concerns in the country. We wish the Association all success.

The East & West Insurance Co., Ltd.

IT is a matter for pleasure to note that there had been a noticeable improvement in the Accounts of the East & West Insurance Co., Ltd., during 1948. There was a decline in the expenses while the Life Fund showed an increase of over Rs. 9½ lakhs. The interest yield was satisfactory. The Life Fund at the end of 1948 increased to Rs. 72,61,000. The total assurance in force amounted to about Rs. 3 crores. The interest yield on the investments worked out at 3.35 % and the Renewal Expense ratio was 20.8 %.

The business in the General Department has been re-commenced in right earnest from the beginning of this year and the Director's report that they are taking more interest in building up business therein is gratifying. It is hoped the business in

the General Department will show substantial results at the end of this year.

The Company has organisation in all parts of the country and the Madras Branch, as is well known, is contributing good business returns every year. Mr. K. P. Jumbulingam, the local Branch Secretary, has been with the institution for over a decade and is evincing great care and interest in the affairs of the company. We trust the company's organisation would grow more and more under his able charge and show further expansion in the years to come.

We congratulate Mr. K. N. Samant, M.Com., the Manager of the Company on his efficient handling of the problems in the management of the institution and wish him and the Company all success.

The Tropical Insurance Company, Limited.

STARTED with the distinct advantage of having on its directorate such eminent political leaders as late Pandit Motilal Nehru, S. Srinivasa Iyengar and Dr. M.A. Ansari, the Tropical Insurance Co., Ltd., is growing popular with our countrymen. Lala Shankar Lal is the Managing Director and under his leadership the company is bound to record greater expansion in the coming years.

The business transacted by the company includes Life, Fire, Marine, Accident and Miscellaneous insurance business. During 1949 the Life business completed exceeds Rs. 75 lakhs.

At the end of 1948, the Life Fund increased to Rs. 43,55,292. The total net premium income amounted Rs. 9,20,652 while the income derived from other sources like interest, dividends and rents amounted to Rs. 1,47,620. The claim experience of the company is satisfactory

and during the year, claims arose to the tune of Rs. 3,41,000.

The net premium income from the Fire Department amounted to 3,76,331 while the Marine Department yielded a net premium of Rs. 98,097. A net premium income of Rs. 2,84,147 was received from the Accident and Miscellaneous Department. The Funds of Fire, Marine and Accident & Miscellaneous Departments stood at the end of 1948 at Rs. 2,70,000, Rs. 1,00,000 and Rs. 1,43,000 respectively.

The total balance of Profit and Loss Appropriation Account amounted to Rs. 25,391 out of which a dividend of 4% to Shareholders was declared.

The total assets of the Company amounted to Rs. 77,70,000 at the end of the year. It is our earnest hope that the company, with the success so far achieved and with the popularity so far gained, would be able to go ahead in future, and show striking results.

TROPICAL-

A Progressive National Institution reputed for its prompt services and straight-forward dealings.

THE TROPICAL INSURANCE COMPANY, LIMITED.

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Transacts:-

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MARINE — ACCIDENT

and

Miscellaneous — Insurances.

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312 313 Linga Chetty Street, MADRAS. 1

Ex. Chairman: Netaji Subhash Chandra Bose.

Assets Exceed Rs. 77 Lakhs.

Managing Director: Sri LALA SHANKAR LAL.

General Manager: Sri Vallabhdas F. Mehta.

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THE NEW GUARDIAN OF INDIA LIFE INSURANCE COMPANY, LIMITED.

UNITED INDIA LIFE BUILDING:
ESPLANADE - MADRAS.

ESTD. 1934

The National Indian Life Insurance Co., Ltd.

STARTED in 1907, the National Indian Life Insurance Co. Ltd., Calcutta, was being guided by well-known business men, with Messrs. Martin & Co. as the Managing Agents to whom much credit goes for the present stature and growth of the institution. The management actively pursued good business principles consistent with efficient service to the policyholders. The company writes on average over Rs. 2 crores of new business and is popular all over the country. The new business completed during 1949 exceeds Rs. 2.52 crores.

The Company never cared to write business at any cost, for the expenses incurred by the management in extending their organisation for securing new business were kept at a reasonable level. Again the strict standards maintained by the institution in providing adequate reserves against the liabilities as proved by the periodical valuation results of the institution.

are really praiseworthy. The latest Valuation done on 31st December 1944 resulted into a surplus of Rs. 1,14,386. The investments of the assets of the company are made in conformity with insurance rules. By the end of 1948, the total business in force amounted to over Rs. 10.5 crores assuring 51,064 policies. The total disbursements by way of claims exceeded Rs. 14 lakhs. The Life Fund increased to Rs. 1,86,00,000.

The company continues to be efficiently managed by Mr. S. P. Boss, B. Com., (Lond) Manager. He is to be complimented on the all round progress it is making every year. The Company is well represented throughout the country and we have no doubt that the organisation side will show considerable improvement under the effective control of Mr. T.V. Raghaviah, the General Superintendent of Branches, who has grown grey in the service of the company.

The New Guardian of India Life Insurance Co., Ltd.

THE management of the New Guardian of India Life Insurance Co., Ltd., Madras is being carried on on sound lines, and shows progressive results every year. Sri M. Ct. M. Chidambaram Chettyar, the prominent financier and business man of South India is the Chairman and Mr. N. Narayanan is the Manager of the institution.

In 1949, the new business completed is about Rs. 60 lakhs. The total business in force increased to Rs. 2,40,00,000.

By the end of 1949, the Life Fund amounted to over Rs. 39 lakhs. The total premium income of the company went up to Rs. 12.18 lakhs while receipts from other sources like interest dividends, etc., exceeded Rs. 1,36,000. Payments to

policyholders and beneficiaries absorbed a sum of Rs. 2,25,000. The assets totalling over Rs. 43 lakhs are judiciously invested. The latest valuation done as on 31-12-45 resulted into a surplus of Rs. 9,000, thereby showing the sound financial condition of the company.

Since its establishment in 1934, the company has been consistently maintaining a high standard of service to the policyholders, paying off claims without vexatious formalities and delays. There is steady expansion in the growth of its new business, premium income and assets. The company enjoys good popularity for its sound conduct of its affairs.

We wish the institution all success.

The Eastern Federal Union Insurance Co., Ltd.

THE most progressive insurance company of the East Bengal. The Eastern Federal Union Insurance Co., Ltd., started in 1932, has recorded phenomenal results in the last few years despite most unsettled political and economic conditions. This is a composite office transacting Life, Fire, Marine, Accident etc., business. The company has established Branches all over the country and its principal office in India is at Calcutta.

The Life Business in 1949 amounted to Rs. 1,11,88,000.

The premium income in the Life Department at the close of 1948 amounted to Rs. 7,76,860 and the Life Fund increased to Rs. 8,46,850. The net premium in the Fire, Accident & Miscellaneous and Marine Departments amounted to Rs.

25,73,043, Rs. 9,73,045 and Rs. 28,88,589 respectively.

The financial position of the company at the end of 1948 stood as follows:—

Paid up capital	Rs. 12,50,000
Fire Fund	.. 12,86,522
Accident & Mis. Fund	.. 4,86,523
Marine Fund	.. 12,54,999
Life fund	.. 8,46,852
Investment Reserve	.. 78,434
Contingency and bad and Doubtful Debts Reserve	.. 97,894
Profit & Loss Appropriation	.. 72,365

Total Funds Rs. 53,73,499

The management deserves to be congratulated on maintaining the progressive state of the institution and wish them all success.

THE EASTERN FEDERAL UNION INSURANCE COMPANY LIMITED.

PATRONS

H. H. THE RULER OF BHOPAL.

H. H. THE AGA KHAN.

CHAIRMAN:

ABDUR RAHMAN SIDDIQI ESQ., M.A., LL.B.

LIFE FIRE MARINE ACCIDENT & GENERAL

Head Office:

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Principal Office for East Pakistan:

K. C. Dey Road, Chittagong.

Principal Office for India & Ceylon:

Standard Buildings.

32, Dalhousie Sq. South, Calcutta.

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HYDERABAD (DECCAN), LAHORE, LONDON, MADRAS,
HYDERABAD (SIND), RAWALPINDI, SIALKOT,
QUETTA AND DACCA.

Let us solve your Insurance Problems.

The United India Fire & General Insurance Co. Ltd.,

WITH a directorate composed of well-known financiers and reputed businessmen, the United India Fire & General Insurance Co. Ltd., was promoted in the year 1938 and Sri. M. Ct. M. Chidambaram Chettyar is the Chairman. The paid-up capital is Rs. 10 lakhs and the company transacts all classes of general insurance business as Fire, Marine, Motor and Accident business except Life. The progress of the company every year has been highly satisfactory in all departments.

The net premium income of the Fire Department in 1948 was Rs. 4,77,961 as against Rs. 3,72,427 in the previous year. This department showed a profit of Rs. 20,155 at the end of the year. In the Marine Department, there was a profit of Rs. 37,521 while the premium went up to

Rs. 1,65,440. The Miscellaneous Department yielded a premium income of Rs. 2,05,563 showing an increase over the previous year by Rs. 30,000. This department disclosed a profit of Rs. 24,875.

Thus it will be noted that the company has made striking progress in all departments showing decent profits. More striking results have been achieved during 1949 and the progress will be reviewed in these columns shortly. The company has extensive organisation with full-fledged Branches functioning in Bombay, Calcutta, Singapore, Colombo etc. We congratulate Mr. N. Rama Rau, B. A., B. L., the General Manager and Mr. M. D. Smart, the Deputy General Manager of the company for the outstanding results achieved so far.

The Crescent Insurance Co., Ltd.,

THE Crescent Insurance Company Ltd. Bombay is now over 30 years old. Recently, for over a year or two now, the management have launched on a big scheme of expansion of the company's activities. With this end in view, several new organisation centres have been opened with suitable men in charge.

The results of the organisation have borne fruit in the first year itself. The Company completed a new business of Rs. 42 lakhs during 1949 which is a record business in the history of the company. The Paid-up capital which stood at Rs. 5 lakhs at the end of 1948 has been increased to Rs. 12 lakhs consistent with the expansion programme of the Directors.

Recently the Company has purchased three new buildings, two in Bombay and one in Madras, to house the offices of the company. The Madras Building is centrally situated in a prominent locality in Mount Road and is sure to make good returns for the investment. The business so far for this year is reported to be very encouraging and far ahead of last year and it is hoped the results will be substantial.

It is due to the initiative and drive of the Managing Director, Mr. Sunderram Shetty and the enthusiasm of the General Manager, Mr. M. Rama Rao, B. A., B. L., that the company's new business is improving rapidly. Ere long, it is hoped the company will have much progress to record. We wish the company all success.

30 YEARS OF SERVICE

HIGHLIGHTS OF PROGRESS

- Its new business has increased by 106% in 1949.
- A year back its Paid-up Capital was about Rs. 5,50,000. To-day it stands at over Rs. 11,91,900, an increase of 117%.
- It has extended its organisation to all important cities all over India.

The Company has a vigorous programme of expansion and persons with high social connections will do well to contact us.

The CRESCENT INSURANCE CO., LTD.,

(Established 1919)

Head Office: Crescent Chambers, Tamarind Lane,
Fort., BOMBAY.

M. RAMA RAO, B.A., B.L.,
General Manager.

M. SUNDERRAM SHETTY,
Managing Director.

Madras Branch:

"Crescent Insurance Buildings"
167, Mount Road, Madras 2.

News

Chirmule Insurance Institute

Sri W. G. Chirmule, B.A., LL.B., who founded the Western India Life Insurance Co., Ltd., in 1913 and has been piloting its affairs with conspicuous success takes active interest in promoting the cause of insurance, banking and allied subjects in spite

knowledge of the various aspects of the business.

For the present, the activities of the Institute are confined to impart education by conducting evening classes to the staff members of the Company, thus preparing and guiding them to appear for the examinations held every year by the Indian Life Offices Association, Bombay. It is pleasing to note that Mr. R. D. Dixit, a staff member of the Company who stood highest in the third examination of the Association in 1948 won the K.C. Desai prize. The Institute is doing very valuable work and its contributions to the task of making the nation more insurance minded deserve to be taken note of by other insurers in the country. We wish the Institute a long career of usefulness and service.



SRI W. G. CHIRMULE, B.A., LL.B.,
Founder & President,
Western India Life Insurance Co., Ltd.

of his old age. To honour his name, the Western India Life Insurance Co., Ltd., started the "Chirmule Insurance Institute" in 1944 with a view to promote the study of insurance and other subjects of commercial importance. The Institute has a well equipped library containing books on Insurance, Banking, Economics, Office Management etc., to enable the indoor as well as out-door staff to improve their

South India Co-operative Insurance Society, Ltd.,

Sri Kumaraswamy Raja opens Madras Branch,

The role of Insurance companies in financing capital schemes of the Government, was stressed by Mr. P. S. Kumaraswamy Raja, Chief Minister, Madras, on June 8, when he declared open the Madhurai Branch of the South India Co-operative Insurance Society, Ltd., Madras.

Mr. V. Parthasarathy, President of the Society welcomed the Chief Minister and others.

At the outset, he gave a brief survey of the progress made by the Society.

BOMBAY CO-OPERATIVE INSURANCE SOCIETY, LTD.

Total Business in force over Rs. 3½ Crores
Life Assurance Fund over Rs. 79 Lacs

7½% Special Rebate to members of Co-operative
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Agencies granted to ambitious young men
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MANAGER,

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Sir Phirozeshah Mehta Road,

Fort, Bombay.

FOR OVER 79 YEARS.

Founded at once on democratic principles in 1871, The Bombay Mutual issued its first policy. From that day to this, its constant endeavour to furnish the best possible insurance service at the lowest possible cost has been successful as is shown by the enviable reputation which the Society enjoys among those who buy insurance and among those who sell it.

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THE BOMBAY MUTUAL LIFE ASSURANCE SOCIETY, LTD.

WANTED AGENTS ON LIBERAL TERMS.

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S. A. RAMASWAMI & BROS.

Chief Agents

for Madras Presidency, Travancore & Cochin States.

BOMBAY MUTUAL BUILDING,
378, ESPLANADE, MADRAS.

Mr. Parthasarathi also gave some other suggestions to reduce the cost of insurance, namely adoption of a panel of doctors for medical examination, adoption of common agency for collection of premia and introduction of uniform premia.

Referring to the role of cooperative societies in doing service to the community, Mr. Parthasarathy hoped that the Indian Cooperative Union, formed as the mouth-piece of cooperative organisations, would stress the aspect of cooperative activity and evolve a net-work of organisations to promote cooperative insurance.

He also suggested that Government should pay the societies interest at the rate of one per cent above the Reserve Bank rate in respect of statutory deposits. The interest should be exempted from income-tax. He regretted that the recommendation of the Planning Committee on payment of higher rate of interest had not been implemented by Government.

In conclusion, Mr. Parthasarathy, requested the Government to allow the Society to do insurance business in policies for sums of Rs. 1,000 and less in connection with the compulsory insurance scheme for employees of the Madras Government.

The Chief Minister, in his address said that the insurance habit had not yet spread among the people of this country to the same extent as in other countries and that co-operative insurance societies had a great scope in carrying the benefits of insurance to the masses. Co-operative insurance societies, he added, had a great advantage over Joint Stock Insurance Companies in that, while a large portion of the profits of the latter went to the

shareholders the profits of the former were distributed solely among the policy holders.

Mr. Raja also emphasised the importance of the small savings scheme which, he said, could play a great part in spreading the insurance habit among the people.

Mr. V. Venkatachalam, Secretary, proposed a vote of thanks.

Mr. L. S. Vaidyanathan Honoured.

The Silver Jubilee of Mr. L. S. Vaidyanathan, M. A., F. I. A., J. P., Manager of Oriental Govt. Security Life Assurance Co. Ltd., was celebrated in a fitting manner by the Officers, Members of the Staff, Agents and Medical Examiners of the Trichinopoly Branch of the Company on Saturday the 1st July 1950. Rao Bahadur P. S. Sivangnana Mudaliar, Retd. Chief Judge and Ex-Officer Councillor of Pudukottai presided on the occasion and unveiled a portrait of Mr. Vaidyanathan.

In the course of his speech Mr. Mudaliar paid tributes to Mr. Vaidyanathan's high intellectual attainments and the valuable services rendered by him during the last 25 years to the cause of Indian Insurance.

He wished him long life and many more years of service on behalf of the Oriental which is admittedly the biggest Life Office of the East.

There was a nice Tea Party on the occasion which was attended by the elite of the town.

THE INDUSTRIAL & PRUDENTIAL ASSURANCE COMPANY, LIMITED.

(ESTD. 1913)

*Renowned for its Service, Security & Strength***PROGRESSIVE FEATURES:**

TOTAL BUSINESS IN FORCE	...	Over Rs. 1623 Lakhs
PREMIUM INCOME	...	84.07 ..
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VARIETY OF SCHEMES AT MODERATE PREMIUMS
CONTROLLED BY WELL-KNOWN DIRECTORS

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for its LOW EXPENSE RATIO and Prompt settlement of claims.

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Fort, BOMBAY.

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10, Lingha Chetty Street,
G. T. MADRAS.

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We have an opening for experienced Agents. We are a moderate sized progressive Life Insurance Company with an unique sales appeal to our Agents. We offer to our Agents PERPETUAL RENEWAL COMMISSIONS. If you want to work while you are strong and reap a fine harvest in your old age, join our Field Force. We give you the necessary lead and assistance.

WRITE TO-DAY TO:

THE HINDUSTHAN IDEAL INSURANCE COMPANY, LIMITED.

(Incorporated in India in 1935)

Head Office: MASULIPATAM.*Central Office:*

289, China Bazaar Road, Madras

C. RAMANADHA BABU,
Managing Director.

S. RAMACHAR.
General Manager.

The Hon'ble Shri Sri Prakasa, Commerce Minister, Government of India entertained

The President and the Members of the Executive Committee of the Indian Life Assurance Offices Association and the representatives of the Member Companies of the Association in Bombay met the Hon'ble Shri. Sri Prakasa, Commerce Minister, Government of India, at a Tea Party at the Taj Mahal Hotel on Tuesday, 20th June 1950 at 5.30 p.m. Mr. L. S. Vaidyanathan, President of the Association welcoming the Hon'ble Shri Sri Prakasa, Commerce Minister, delivered the following speech:-

We are very much beholden to you for the honour you have done us in the midst of your crowded programme to accept our invitation and give us the pleasure of your company this afternoon. You, Sir, have already placed the business of Insurance under a deep debt. It is no exaggeration to say that but for your sobering influence several sections of the 1938 Act piloted by the Hon'ble Sir N. N. Sircar might have taken an ugly shape. I am not letting out a secret when I say that you were as much in the confidence of the Law Member as of the Congress party and did not a little in giving shape to the famous 1938 Act.

You were also in the Assembly at the time when the Bill arising out of Sir Gopalji Jahangir Committee's Report was introduced. You took a leading part in the discussion on the floor of the Assembly. You gave vivid descriptions of the ill that afflicted the business of Insurance by interlocking between Insurance Companies, Insurance Companies and Banks, and Insurance Companies,

Banks and Investment Trusts. The Act as it has now been passed is practically the same as was then introduced with only some minor additions and alterations and as Commerce Minister it will be your privilege and responsibility to administer the Act. There is a lot of good in the Act and the one respect in which it has remedied a defect of the previous Act is the *quickness* with which a delinquent company can be dealt with. As Superintendent of Insurance, I used to see several instances of companies breaking all the ten commandments, yet the wheels of law moved so slow that it was not possible for me to take any quick action. It is in this respect that the new Act has scored enormously. There are also wholesome provisions as regards limitation of expenses and if these are administered making allowance for the peculiar times through which we are passing, the Act is teeming with the possibility of doing enormous good.

You, Sir, always evinced a feeling of warm friendship towards me. To give only one example when I was Superintendent of Insurance, I made an alteration in the rules which made no distinction between Fellows and Associates of the Institute of Actuaries. Some Associates naturally might have approached you and you wanted to know from me what the real position was. You hardly heard me for a couple of minutes and then told me that "if you were satisfied the alteration in the rules should be in the best interests of the business". This was very flattering. I continued to give you bother even after you became Indian Representative in Pakistan for, if you remember well, Sir, I had to approach you with respect to the repatriation of

some of the Oriental employees and you rendered me enormous help. Possibly I left you in peace only when you were the Governor of Assam. It is admitted on all hands that your ready wit from the floor of the House has eased more than once a very tense situation. I can give one practical example. As Hon'ble Member once read out a telegram and read the words Stops also. Just to throw him to ridicule you, on the spur of the moment, prepared a supplementary question based on the telegram when you incorporated several stops. This threw the House in the state of great hilarity.

There is one more point, Sir, and that a vital one. This bears on the question of taxation. The Income-Tax Investigation Commission before which I had to appear on more than one occasion was able to see the reasonableness of several points of view put forward by us. Firstly they have admitted that Companies can take credit for the tax deducted at source and this has remedied certain amount of injustice. They have also recommended that the loadings contained in the premium with the specific object of declaring a certain rate of bonus should be tax-free. We hold, however, the view that there is no difference at all between bonuses flowing out of the loadings in the premium and bonuses flowing out of mortality and other savings. However, the point that I now desire to stress before you is that you will kindly give attention to this question of income-tax and see to it that the tax structure is altered as early as possible so far as Life Insurance Companies are concerned. This is an overdue reform and a just one which Insurance Companies have got a right to expect and it is no exaggeration to say that they

have been groaning under an inequitable system of taxation and I do hope that you will pay attention to this important subject as early as possible and remove the longstanding grievances of the Life Insurance Companies. You have taken charge as Commerce Minister only the other day, but we are very glad the Secretary who is in close touch with this subject is here with us. We once again thank you and the Secretary for your having spared the time to come and spend this afternoon with us.

The Hon'ble Shri. Sri Prakasa, Commerce Minister, in reply to the Welcome Address by Mr. Vaidyanathan, made the following speech:-

It would be difficult for me to find a language adequate enough for the great honour shown to me in inviting me to this House. The prime Minister has recently said that the Ministership of the Central Government was a bed of thorns but my great experience in Bombay tells me that it was a bed of flowers on account of the felicitation that has been lavished upon me and the hospitality that has been extended upon me and I also thank you for the love so spontaneous and so great.

I fear that my friend Mr. Vaidyanathan has been very partial to me. I would therefore ask you to make a large deduction from his flattering references to me. I must however say that my association with him has been since the Insurance Act, 1938 was before the Legislature and I have the greatest amount of respect for the able manner in which Mr. Vaidyanathan has spoken on all problems relating to Insurance and his knowledge of the subject was so full that it is no wonder that I used to readily agree with him for I considered what he said was right. But when I found that the proposals had been mooted from the other side because

whether my judgment in this matter was right or wrong I always held right belief. I believed that it would be better to be on the wrong side with good people than on the right side with bad people. I was always looking for an opportunity to pay my tributes to Mr. Vaidyanathan and I should like to pay my tribute to Mr. Vaidyanathan at this time for all that he has done for Indian Insurance. I wanted to do this in the Assembly itself but it somehow escaped me. As regards my own association with the word Insurance, there is a history behind it. It was at the Victoria Station in London when I was years back purchasing a ticket for Germany when my attention was drawn by the man at the counter when he said that if you pay 1sh. you will be insured. If you get drowned you will get £ 1,500.

I think it is the most important part of a man's duty to insure his life. Insurance is a wonderful scheme invented by man for the welfare of people at large. I take an imaginary instance of how two people inimical to each other can insure in the same company and even if one of them murders the other, the company will have to pay the other man.

Mr. Vaidyanathan has referred to the old days when we were working together in the Legislative Assembly. I wish those old days to come back for they were happy in the sense we had no responsibility and there we were able to cut a few jokes across the floor of the Assembly and we knew that we would not be called upon for what we would say.

My friend has referred back to the very small part I played when the Insurance Act was piloted by Sir N. N. Sircar. In fact I knew very little of the subject and during the discussion that took place at the time I learnt very much from Mr. Vaidyanathan.

I knew the late Hon'ble Sir N. N. Sircar as our family solicitor, but when we appeared in the Assembly he would not even look at a member of the Congress Party. I must say that but for Sir N. N. Sircar, the Insurance Act, 1938

would not have been on the Statute. He was a really great man and his premature death is a great loss to the public life of this country.

My friend, Mr. Vaidyanathan has also referred to whatever I was able to do at Karachi. Those were difficult times and I am immensely pained to be alive to have been a witness to the terrible suffering that followed in the wake of partition. It is no use blaming the Mussalmans and Mr. Jinnah. All of us are to blame. I think it will be possible for all the various troubles facing us as a result of partition could be eliminated. You may have seen the various inter-dominion agreements that have been reached and if they are all implemented with courage and sympathy, I think both Dominions will stand to gain much. On our part we shall endeavour to honour the agreements and I am sure that Pakistan will be responding favourably. I think that this is also the approach of Mahatma Gandhi and he has desired that we should do what is right.

My friend has also referred to my Governorship of Assam and he makes me almost sorry that I did not insure that position and have to go back to the Parliament in a different capacity. Formerly I was care free but I am now nervous and I hope that my friends in the Parliament will treat me with consideration. I am also sure that with Mr. Desai as Secretary I shall be able to face the Parliament with equanimity.

Mr. Vaidyanathan in the end speaks about some taxes. There is no wonder that everybody shrinks at taxes, but I do not exactly know the problem you were making a reference and I am sure that Mr. Desai will present the problem for me when I go to Delhi as also to my colleague, the Finance Minister Mr. Deshmukh. But if he does not agree I will ask Mr. Vaidyanathan to get into touch with him for he is expected in Bombay in the next few days and Mr. Vaidyanathan will have to present his case.

I thank you once again for the great hospitality shown to me.

(Continued from page 15)

In the field of social insurance, on account of the element of compulsion involved in it to make it a success, the national Government has a great deal to do, if it has to realise the objective of a welfare state. Social Insurance schemes similar to the national Health Insurance Act of 1939, and the like, in England providing for insurance against prevention and cure of sickness, unemployment, payment of pensions to aged persons, widows and orphans, will have to be tackled if our country is to take its place by the side of modern States. Other Governments have introduced the schemes after the nation has suffered from the consequences of industrialisation. Our country which has to be industrialised need not repeat the mistakes of the West and go in for Social Welfare schemes after allowing the people to suffer from the evils of industrialisation. We can gain by the history of the past, avoid preventible sufferings, and add to human happiness. The principle underlying social insurance schemes is that the State has a duty by everyone of its citizens, and that the citizen has a right to expect the State to help him through his difficulties. Besides providing social welfare schemes for industrial workers on the lines working in the Western countries, in an agricultural country like India, insurance schemes like Crop Insurance, Cattle Insurance have to be instituted. Thus the Government has a great deal to do in the three fields of insurance, Life Insurance, General or Commercial Insurance, and Social Insurance. It is hoped that the New Act will herald the sound and rapid development of Insurance of all these three types, in India.



Group photo taken when Mr. P. Parthasarathi Naidu, Managing Director, Andhra Insurance Co. Ltd., visited Bangalore Branch recently.

Standing in the front row: (from right to left) Sri P. Parthasarathi Naidu, Managing Director; Sri D. Subrahmanyam, M.A., F.I.A., F.S.S., (Lond) Secretary & Actuary; Sri M. Venkateswara Rao, B.A., B.L., Manager, Bangalore Branch.

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Be it a matter of principle or policy, your best buy is always a national buy. So far as the average individual is concerned, almost all his purchases are controlled by this principle. And he should be guided by the same principle in the matter of buying a policy too. So it must be a National policy every time.

PRESIDENT : LALA LAKSHMIPAT SINGHANIA.

NATIONAL INSURANCE COMPANY, LIMITED.

Head Office : 7, Council House Street, Calcutta.

MADRAS BRANCH:

362, China Bazar Road, Esplanade, Madras.

A. J. K. UNDERTAKING.