

254

# Empindia

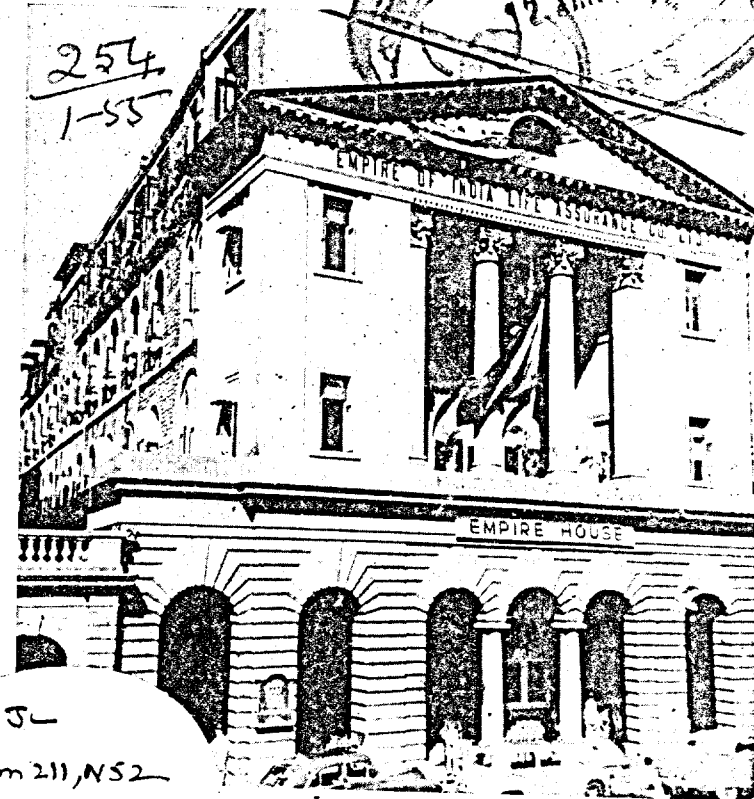
HOUSE MAGAZINE OF THE

Empire of India Life Assurance Company, Ltd.

Vol. 3

APRIL — SEPTEMBER 1954

Nos. 1 & 2



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PUBLISHED AT

OF INDIA LIFE OFFICE, MADRAS-2

# EMPINDIA

(Quarterly House Magazine of the Empire of India Life Assurance Co., Ltd.)

PUBLISHED AT :

EMPIRE OF INDIA LIFE OFFICE, 35, MOUNT ROAD,  
MADRAS - 2.

Editor :

A. I. IPE, B. A.

Subscription :

YEARLY Rs. 2.

Vol. 3 April — September 1954 Nos. 1 & 2

## FIGURES WHICH SPEAK

Table showing progress in New Business, Total Business,  
Premium Income, Life Fund, and Claims Paid.

| Year<br>ending   | New<br>Business | Total<br>Business | Premium<br>Income | Life<br>Fund | Claims<br>Paid |
|------------------|-----------------|-------------------|-------------------|--------------|----------------|
|                  | Rs.             | Rs.               | Rs.               | Rs.          | Rs.            |
| February<br>1910 | 50,23,940       | 2,16,76,940       | 11,41,827         | 33,95,096    | 2,20,512       |
| February<br>1920 | 67,56,500       | 4,91,01,902       | 24,10,274         | 1,37,42,452  | 10,34,213      |
| February<br>1930 | 1,40,02,135     | 10,08,85,169      | 47,10,523         | 3,23,97,855  | 29,21,882      |
| February<br>1935 | 1,47,57,880     | 11,56,12,828      | 51,65,257         | 3,95,39,424  | 38,82,506      |
| December<br>1940 | 1,31,80,030     | 14,65,62,541      | 63,70,220         | 5,02,30,339  | 45,45,422      |
| December<br>1945 | 2,33,42,340     | 19,13,31,776      | 88,66,553         | 6,48,68,146  | 46,84,188      |
| December<br>1950 | 3,94,14,850     | 29,97,02,903      | 1,18,88,595       | 8,88,00,848  | 52,76,595      |

Total claims paid as at 31-12-1953 : Rs. 13,99,78,843.

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THE  
**Empire of India Life Assurance Co., Ltd.**

(Established : 1897)

**HEAD OFFICE:**

Empire House, 214, D, Naoroji Road, Fort, Bombay-1.

**Administrator :**

Dewan Bahadur R. Varadachari.

**Manager :**

R. B. Pradhan, B. COM., F.I.A.

**Secretary (on other duty) :**

A. Srinivasaraghavan,  
M.A., B.L., F.I.A.

**Acting Secretary :**

D. Sesha Iyer, M.A., F.I.A.

**Accountant :**

K. J. Machhliwalla.

**Agency Manager (West) :**

K. R. Mehan.

**Agency Manager (East) :**

A. I. Ipe, B. A.

**Chief Medical Officer :**

Dr. V. S. Purandare, M.B., B.S.

**Consulting Medical Referee :**

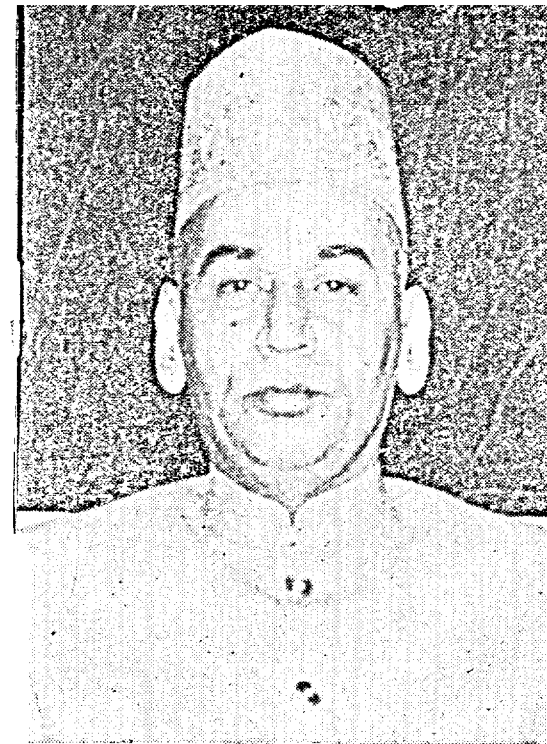
Dr. A. J. Kohiyar, M.D. (Lond.), M.R.C.P. (Lond.)

**Bankers :**

THE IMPERIAL BANK OF INDIA,  
THE NATIONAL BANK OF INDIA, LTD.

**Auditors :**

MESSRS. K. S. AIYAR & Co., MESSRS. DALAL & SHAH,  
Chartered Accountants.



*Dewan Bahadur R. Varadachari  
Administrator  
Empire of India  
Life Assurance Co., Ltd*

*Empire House,  
Naoroji Road,  
Bombay*

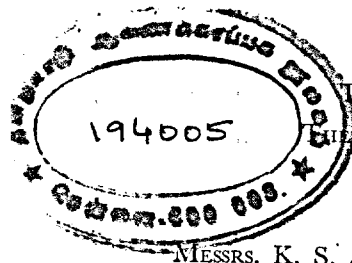
27th September, 1954

*Message of Good Wishes*

I am very happy to see that the "EMPINDIA" is now entering on its third year. As it has successfully got over its teething troubles, I do hope that the publication will not be allowed to "lapse" like insurance policies of a certain type but that it will go on from success to success as a permanent feature of the organisation. There is a saying that "we judge ourselves by what we feel capable of doing, while others judge us by what we have already done". Judged by any standard, we have every reason to be gratified at the success of the "Empire's" organisation working under considerable handicaps during the last three years and I do hope that this publication will help to strengthen that organisation in every possible way to build up good business.

(Sd.) R. VARADACHARI.

Administrator.



X 213 m 211, 6/5/54



*R. B. Pradhan, B. Com., F.I.A.  
Manager,  
Empire of India  
Life Assurance Co., Ltd.*

*Empire House,  
Hornby Road,  
Bombay.  
8th October, 1954.*

The Editor, "EMPINDIA".

Dear Sir,

It gives me great pleasure to send this message to the 'Empindia' now entering the third year of its publication. The idea of the House Magazine was revived in 1952 in the hope of providing a suitable vehicle for agents and field workers propagating their ideas freely amongst all agents and field workers of the Empire. Though the response from the field should have been better, I am happy to notice that quite a number of good articles have been published in the previous issues which will be found really useful. It is my hope that more and more of our field people will contribute articles and make the House Magazine a real success. I congratulate the Editor on the grand job he has carried out, and also the many contributors and subscribers who have helped make the idea a success.

Yours faithfully,  
(Sd.) R. B. PRADHAN,  
Manager.

# EMPINDIA

Vol. 3

April — September 1954

Nos. 1 & 2

## EDITORIAL NOTES

This issue of the "Empindia" is being published from Madras and hereafter the journal will be published from Madras instead of from Coimbatore.

The registration of the magazine at Madras took quite some time and this, as well as our desire to include in this issue the Administrator's report for the year 1953, were responsible for the slight delay in the publication of this issue. The "Empindia" has emerged into the third year of publication and it is hoped that it will be possible to publish the journal at regular quarterly intervals hereafter without fail.

Our readers will observe some changes in the size and get up of the current issue of the "Empindia". Several of our subscribers had suggested to us that the size of the magazine might be reduced so that it could be conveniently carried about and hence the reduction in its size. It will also be observed that the quality of the paper used is much better now. As for the contents of the magazine, it is our idea to set apart hereafter more pages than hitherto for publishing news items and articles from our agency force and the activities of the Empire Life Clubs at the various centres. In this issue is

given a description, with several snap-shots, of the delightful function got up recently at Coimbatore in connection with the third anniversary of the "Empire Life Club" there. Some of the messages received on the occasion from eminent men in Indian Insurance circles also find a place in the current issue.

### The Reduction in the "Empire's" Premium Rates

By this time all those connected with the "Empire's" field work and the insuring public would have known of the substantial reduction made in the Company's premium rates. These revised rates, it may be pointed out, are very much below those of most other Life Offices and it is hoped that the "Empire" field men will make use of this factor in canvassing large volumes of New Business.

### Anticipated Endowment Assurance

The Company has recently introduced the above new scheme of assurance and a description of this scheme together with the relative premium rates will be found in this issue of the magazine. It is hoped that the Company's field force will make proper use of this attractive scheme and

book a substantial volume of New Business under 'Anticipated Endowment Policies'.

### **Malicious and totally untrue rumours spread against the Company**

During the course of the Editor's recent tours in the South, he has come to know of rumours spread against the "Empire" by the fieldmen of other Companies with the mean object of snatching some personal advantage to themselves in the shape of commission. It may be emphatically stated that these rumours are malicious, unfounded and altogether untrue. The Editor has the authority of no less a person than Dewan Bahadur Varadachari, the Company's Administrator himself, to categorically state that the finances of the "Empire of India" are in an excellent condition. This could be seen from the Administrator's Report for the year 1953. We may give one simple test of the soundness of the Company. The shares of the "Empire of India" of Rs. 100/- each fully paid were quoted in the Share Market at Rs. 400/- each when Dewan Bahadur Varadachari took over charge as Administrator in July 1951. At the moment, these shares are quoted at about Rs. 700/- each and as everybody knows, the Share Market people cannot be easily fooled. This will not be the case if the Company is to go into liquidation, as some of the dishonest agents of other Companies have been telling people, who may not know the real strength of the "Empire" and its absolute soundness. In no other Company is supervision by Government and

its Officer exercised in such a close manner as in the "Empire" and the Administrator has confirmed on the authority of Government that the latter would take care to see that no abuses as had occurred in the past are allowed to occur again. This being the true state of affairs, the field staff of the "Empire" should be in a position to controvert any and all malicious propaganda against the Company. If any case is brought to the Administrator's notice, he has stated that he is even prepared to launch a prosecution, before a Criminal Court, against the dishonest agent.

### **The Company's New Business Trends**

We learn on reliable authority that substantial progress has been achieved in the Company's New Business for the year so far over the output for the corresponding period of last year. It is hoped that following upon the remarkable increase in the New Business recorded last year, the "Empire's" field force will far exceed this year its own achievement of the last year. If only those who talk of depression and trade slumps and don't do any real canvassing, also work like their successful colleagues in the field with zeal and enthusiasm, it should not be impossible for the "Empire's" workers to create a record this year. It is however to be remembered that the "Empire's" tradition for the quality of its New Business written should be maintained and improved upon. In Life Insurance field work as in most other jobs it is planned action that is required

for success. Pessimistic thoughts and words will not carry us anywhere. Think success. Act vigorously and success is bound to attend our efforts.

### **The Success Story Contest : 'The sale that taught me most'**

It is proposed to award a prize to the best article received from our agents highlighting the different aspects of Insurance Salesmanship. The idea here is to publish a few of the best articles in the columns of the "Empire" besides, of course, to award a prize to the best "success story" received. The following hints are given to those agents who propose to contribute the articles :

(1) The story must have a definite theme: How selling "on need" helps; or necessity of persistence; or usefulness of a motivating story; or how you clinched the sale by showing, "why now?"; or whether it was a referred lead or a cold canvass, and how you won; or how you won over a difficult prospect; or the importance of not taking a "no" for the final answer, etc.

(2) How you organised the approach: Actual conversation, in brief, at all the crucial stages of the sale should be quoted.

(3) How did you build up his interest and create the urge for action in the prospect: whether by finding out the need

to meet Estate Duty or for the provision of the marriage or education of children etc. etc.

(4) What was the closing technique used: Whether you proceeded to close the sale on an implied consent or by offering suitable alternatives on one of which the prospect appeared to you to be interested or by offering a free medical test before actually signing the proposal, etc.

(5) What is the moral taught by the story?

It may be stated that we will not be attaching too great an importance to the language used or the niceties of grammar as to the idea contained in the story and the power it evoked for immediate action, while assessing the worth of the article. The Branch Officials and Inspectors are requested to enthuse those among their good workers who have a flair for literary work to contribute articles for this competition. It will be very much appreciated if the Branch Officers write personal letters to their outstanding agents to participate in this "Success story" contest.

### **Subscriptions in arrears**

Those among our subscribers who have not yet paid their subscriptions for the second year are requested to remit the same to their respective Branch Offices for transmission to the Editor. May we also request all our subscribers to pay the subscriptions for the third year immediately.

## THE ADMINISTRATOR'S REPORT FOR THE YEAR 1953.

The Revenue Account and the Balance Sheet of the Company with the Auditors' Report appended hereto\* relate to the year ended 31st December 1953. The working of the Company during the year has been satisfactory and encouraging considering the handicaps under which it had to carry on.

2. The Criminal proceedings started by the State of Bombay against certain former Directors and Officers of the Company and others are still going on and all the accused have been committed by the Presidency Magistrate to stand their trial in the Sessions Court of Greater Bombay. Acting on the advice of eminent Counsel, I have filed a Civil Suit against some of the ex-Directors and certain other persons claiming a sum of Rs. 77,50,000 and for other reliefs including a declaration about the ownership of the controlling block of shares numbering 2,618.

3. It is gratifying to note signs of the return of confidence among the general public in the financial position of the Company consequent on its management by an Administrator under Government auspices and the shares of the Company, which at one time were quoted at as low as Rs. 400 per share, have gradually gone up to Rs. 700 per share. The Shareholders' Fund amounted to Rs. 6,61,392, out of which I

declared, after obtaining a direction from the Controller of Insurance, a dividend of Rs. 20 per share for the year 1952.

4. **INVESTMENTS:** The total assets have increased from Rs. 10,40,44,290 to Rs. 11,97,50,963 between 1951 and 1953. For reasons which have been explained in my previous Reports, I have concentrated the new investments almost entirely on Government Securities. Since my taking over charge I have up-to-date invested Rs. 214 lakhs in Central and State Government Securities. The total investment in Government securities at the moment represents nearly 70 percent of the total assets. The investments made by the previous management have been under continuous scrutiny and every effort has been made to recover them. Actually 8 suits have already been instituted in the law courts to recover Rs. 8,65,000 on account of loans advanced on the mortgage of properties during the years 1948-50.

5. The outstanding feature of the year was the promulgation of the Estate Duty Act which has created a new class of clientele, mostly from professional and propertied classes going in for insurance for the first time at late ages. This new class of insurance for big sums is not an unmixed blessing from the point of the companies, as the assessment of

risk in such cases is a difficult matter.

6. The recent rate-war and its attendant evils have resulted in a large number of policies being made paid-up and new policies at the new rates being substituted. This involves a considerable waste of time and money. It is doubtful whether the general reduction in rates would really help the public or the Life Insurance industry in the long run.

7. The statutory triennial valuation is due as at the end of the year 1954, and I have good reasons to believe that there will be a sizable surplus which would justify a handsome bonus.

### 8. PROGRESS OF BUSINESS IN THE YEAR 1953:—

**NEW BUSINESS:** During the year 14,858 proposals were received for assurances amounting to Rs. 4,24,86,250. Of these 11,489 proposals resulted in policies assuring Rs. 3,22,06,250 of which Rs. 2,43,000 was re-assured. The New Business, after deduction of re-assurances, was accordingly Rs. 3,19,63,250 representing an annual income of Rs. 17,85,101 and Rs. 32,873 by single payments.

**EXPENSE RATIO:** The overall expense ratio in the year was 28.55 percent as against 26.93 percent in 1952 and 27.43 percent in 1951. The Renewal Expense Ratio in the year was 19.80% as against 19.63% in 1952 and 19.10% in 1951. The increase in the expense ratio is due to (a) the law charges necessitated by the litigation connected

with the changes in the Company's management during the years 1950 and 1951; (b) the necessity for consolidating the field force which had been badly affected by these changes, and (c) the increase in salaries due to the settlement of the long-standing grievances of the staff referred to in para 9 below.

**BUSINESS IN FORCE:** The total number of Policies in force as at 31st December 1953 was 1,37,791 assuring a sum of Rs. 29,22,04,030 inclusive of bonus, of which Rs. 24,83,013 was re-assured. The total number of Annuity Policies in force was 40 with an annual payment of Rs. 60960.

**CLAIMS:** The claims by death during the year amounted to Rs. 18,08,941 representing an increase of nearly Rs. 2½ lakhs over the figures of the previous year. The ratio of actual claims by death to those expected on the mortality basis used in the last Valuation works out to 44.73% on the basis of policies and 51.73% on the basis of Sums Assured. The claims by maturity showed an increase of nearly Rs. 11 lakhs over those of the previous year. The total of the maturity claims in any year is affected by the popularity of particular terms of endowment in the earlier years.

**INCOME AND OUTGO:** The income for the year amounted to Rs. 1,46,87,691 (after deduction of tax at source) of which Rs. 1,17,10,318 was derived from premiums. The Outgo amounted to Rs. 1,10,03,675. The excess of Income over Outgo is Rs. 36,84,016.

\* omitted here for want of space—Editor.

**RATE OF INTEREST:** The net interest yield during the year of 3.03% is slightly lower than in the previous year due to our not taking credit for interest on Mortgages taken to Court. Such interest will come into account when realised.

9. The relations between the management and the staff were satisfactory. There were no regular scales of pay in the Company during the last 56 years and increments had been given at the discretion of the management. The staff had been representing against this for a long time and after prolonged discussions with the Union, an amicable settlement was evolved by me with the

invaluable help of Mr. S. C. Joshi, the Chief Labour Commissioner of the Government of India. This agreement did not cover the staff at the Calcutta Branch in whose case an award had already been given by the Industrial Tribunal at Calcutta and against which the local Union had filed an appeal before the Appellate Tribunal which is still pending. My thanks are due to all the Officers, the staff and the field force for the satisfactory work done during the year.

(Sd.) R. VARADACHARI,  
Administrator.

Dated, 16th September, 1954.

"Taste is the mark of an educated man, imagination the sign of a productive man, and emotional balance the token of a mature man."

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"It takes a live fish to swim upstream, but any old log can float down."

## The "Empire" Seen Through Impartial Eyes\*

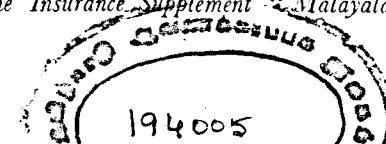
"We have just received a copy of the Administrator's Report and Revenue Account and Balance Sheet etc. of the Empire of India Life Assurance Company Limited for the year ended 31st December 1953. It is very gratifying to note that under the able administration of Dewan Bahadur R. Varadachari, the "Empire" has forged considerably ahead during the course of the three years of its administration by him especially during the year under report. As everybody knows, the "Empire" has been one of the tallest giants among the Indian Insurance Companies for over half a century and but for the temporary eclipse for a few months in late 1950 and early 1951 its lustre has all along been very bright, setting a valuable example of efficient management.

"Dewan Bahadur Varadachari therefore took charge of an intrinsically sound concern in July 1951 and it is with considerable gratification that we testify to the able management of the "Empire" by this veteran Administrator. The shares of the Company which at one time were quoted at as low as Rs. 400 per share have gone up to Rs. 700 per share. Since his taking charge, he has invested Rs. 214 lakhs in Government Securities and the total investments of the Company in Government Securities at the moment represent nearly 70% of its total assets which have increased from Rs. 1,040 lakhs to over Rs. 1,197 lakhs between 1951 and 1953. There was a considerable increase in the Company's New Business during the last year and its mortality experience has been uniformly satisfactory. During last year, the excess of the Company's income over outgo is as much as nearly Rs. 37 lakhs. Certainly, the abovementioned achievements of the Company are worthy of special mention and we trust that this veteran Life Office under its able Administrator Dewan Bahadur Varadachari will reach still greater heights during the current and succeeding years.

"Mr. Varadachari is assisted in his arduous task by a team of devoted and efficient Officers headed by the young, able and talented Manager Mr. R. B. Pradhan, B. Com., F.I.A., who has already made a mark in Indian Insurance Circles.

"We once again wish the "Empire" all success and prosperity."

[\*From The Insurance Supplement "Malayala Manorama" dated 16-10-1954.]



## DREAMS FOR SALE

(Mr. S. M. Gunavante, Superintendent, Agency Dept., Head Office)

Lined up in the big Auctioneer's rooms were some really fine things: furniture, almirahs, clocks china-ware, antiques, a radio-set, a sewing machine and many other things that had once belonged to someone, somewhere, who had shown excellent taste in their selection. The auction was proceeding and a Godrej Almirah, costing Rs. 400 was just auctioned for Rs. 200. Meena turned to Vasant and said, "Most of the articles are in tip-top condition, dear. But, how can they afford to sell them at so much below the market price? Or are they impressive only in appearance?"

Vasant shrugged his shoulders, and said, "This is called a 'distress sale'. The articles belonged to a family which used to live in town. It was broken up after the husband died, leaving the poor widow and her kids without anything much except those articles. The lady has now gone to her old native place, and she could not carry these things with her there, nor wait here till she gets proper price. This explains the rather low price at which they are going. The money realised from the sale of these things will help her to some extent to bring up her children, in vastly poor conditions, though."

"Then it means that what's on sale here is busted hopes and broken dreams!" burst out Meena, shocked by the story.

"Yes dear, but they will get used to it after a while....."

muttered Vasant sorrowfully, trying to soften the impact of the news on his wife's sensitivity.

But deep within him was his small voice telling him that the dreams and hopes of that widowed mother for a happy childhood, a good education and a bounding start in their careers for her children were shattered, never to be realised.

"Look! He is bidding the 'Singer' machine for Rs. 200; brand new, shall we raise the bid to Rs. 230?" he said.

"I don't want anything" blurted out Meena.

It was Meena, always on the lookout to buy good things for her household within the family budget, who had dragged her husband to the Auction Sale in the hope of striking some good bargains. But now she was no longer interested in the articles; so they soon found themselves at home.

Back home, Vasant wasn't able to get Meena's expressive description of the sale out of his mind—"Busted hopes and broken dreams on sale." From his chair in the drawing room he could look into the living room. Meena was busy rearranging her silk sarees in the cupboard. Little Mohan was sleeping in the cradle innocent and care-free. Four year old Indu was engrossed in the corner of the room lisping sweet words to her toy baby. Vasant

recollected how just on the previous day he and Meena were discussing their own dreams to give Mohan full opportunities for high education, so that he may be a much more successful man than he himself could be, and to educate Indu well and give her in marriage to a worthy young man. "Can I be sure that Meena's expression of 'broken dreams on sale' will not apply perchance to our own home?" he mused. "That family at least had some valuable things."

What Balkrishna, his friend, an Empire Agent, had told him a few days ago came strongly to his mind.

"Think of any other way you will, Vasant," Balkrishna had told him, "but you will never find any other plan better than life assurance, which guarantees the fulfilment of one's dreams. For the man who will be fortunate to live till a ripe old age, Life Assurance provides the best method of steady compulsory saving to build up funds for various needs, retirement, children's education and marriage, old-age income for wife, etc. For the man whose luck is going to be bad, life assurance will do what he does not live to do himself. Whether one lives or dies Life Assurance fulfils a man's hopes and dreams. What more can one want?" Think of your own dreams and plans for your family? How else will you ensure their fulfilment except through life assurance?"

A sense of fear came upon Vasant now at the realisation that he had been putting off the purchase of additional life insurance for too long on one ground or another despite Balkrishna's repeated urgings. True he had taken a policy when he was a bachelor, but never before and he realised the full value of Life Assurance as now. It was time, he decided, to squarely face whatever changes or sacrifices the additional policy may entail in his current spending habits. He seized his pen and wrote the following letter lest the delaying impulse should thwart his good and wise intentions:—

Dear Balkrishna,

Sorry, I did not get around to calling you sooner. I have been turning that recommendation of yours over in my mind—you know, about taking out another Empire's policy—and I have decided that I shouldn't put it off any longer. How about having your lunch tomorrow with me, when we could talk the whole thing over and decide about the "size and shape" of my new policy?"

As he completed the letter, Vasant's face beamed with joy; he felt as if a big load from his shoulders had been taken over by some one. Overcome by emotion, he dashed towards Indu, picked her up in his loving arms and kissed her affectionately. "Sweet child, who can say that my love for you is not real?" he was saying to himself.

"There are as good fish in the sea as ever came out of it".

## The Third Anniversary of the Empire Life Club, Coimbatore

The Third Anniversary of the Empire Life Club, Coimbatore, was celebrated at the "WOODLANDS" on 13—6—1954 under the distinguished Presidentship of Dewan Bahadur R. Varadachari, Administrator, Empire of India Life Assurance Co. Ltd., Bombay. There was a large and representative gathering including Agents, Medical Examiners, Organising Officials and Staff attached to the Coimbatore Branch of the Company. The Company's Agency Manager (East), Mr. A. I. Ipe, who was actually the founder of the Club, was also present and took active part in the celebrations.

After light refreshments the Branch Secretary, Mr. P. S. V. Paniker, welcomed the gathering and requested Dewan Bahadur R. Varadachari to preside over the day's function. Messages received from prominent Insurance Executives and Associations welcoming the formation of such Clubs and wishing the function all success were then read by Mr. S. V. Balanavaneetham, Agent, Coimbatore. Among those who were kind enough to send messages were Messrs. S. C. Roy (Editor, Insurance World, Calcutta), S. S. Ali (Calcutta), B. C. Ray (Hindusthan Co-operative), Sukumar Chatterjee (All India Insurance Field Workers Association, Calcutta), H. C. Choudhury (Insurance Club, Patna), J. A. De Souza (U. P. Insurance

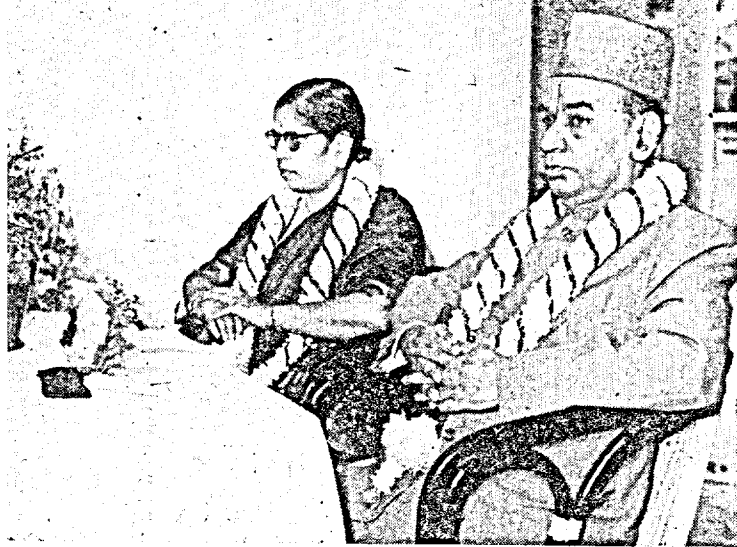
Field Workers Association, Lucknow), L. S. Vaidyanathan (Oriental), K. Balasubramanyam (Bombay Life), M. V. Sohoni (Bombay Mutual), S. Parthasarathy (Prithvi), D. Subramanyam (Andhra), N. V. Nayudu (United India), K. L. Gupta (Bharat) and Devi Chand Sawhney (Lakshmi).

After reading of the Report on the working of the Club for last year by the Club Secretary, Mr. P. K. Venkata Rao, prizes (Gold Medals) to the winners of the 1953 New Business Competition held under the auspices of the Club were given away by Mrs. Varadachari who had graced the occasion with her presence. The prize winners were Messrs. M. N. Radhakrishnan, Agent, Coimbatore, K. Nanjan, Agent, Ooty and Mrs. Radhakutty Amma, Agent, Kulakkad. Speeches congratulating the prize winners and exhorting all the agents to take still more active part in the working of the Club were made by Messrs. A. I. Ipe (Agency Manager (East), A. C. Antony (Joint Secretary, Mysore), P. C. Cherian (Joint Secretary, Kottayam) and Dr. K. V. Subramanyam. Mr. M. N. Radhakrishnan, one of the prize winners, also made a speech in which he made certain suggestions regarding the lines on which the New Business Competition for the future may be conducted.

While congratulating the Club on the work it has been doing  
(Continued on page 31)



MR. M. N. RADHAKRISHNAN, a prize winner in the Club competition being presented with a Gold Medal by MRS. VARADACHARI.



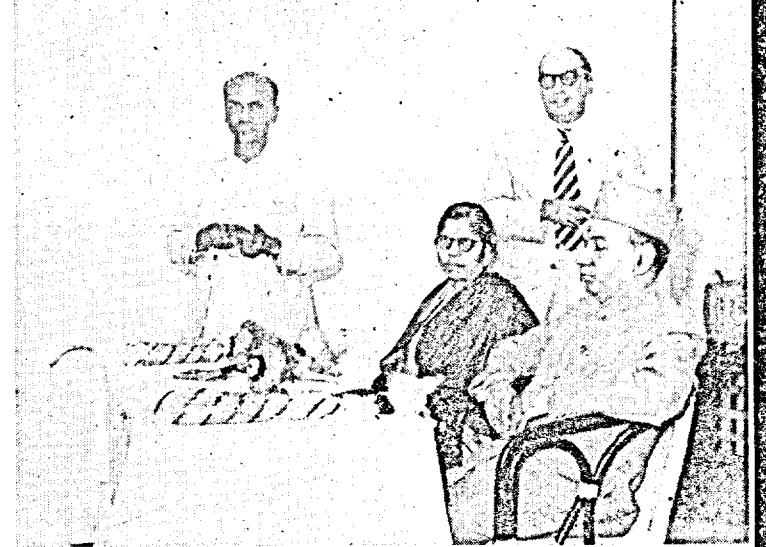
Dewan Bahadur R. VARADACHARI presided over the Anniversary celebrations and MRS. VARADACHARI gave away the Prizes.



THE

THIRD ANNIVERSARY

OF



MR. K. N. ZACHARIAH, another prize winner in the Club competition.

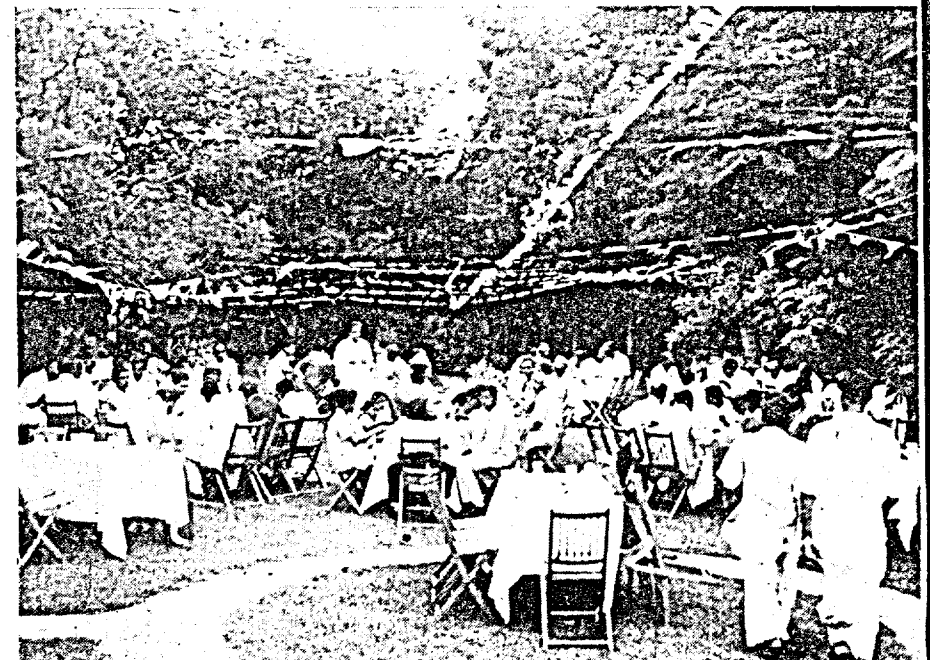
The Empire Life Club, Coimbatore

*Through the Lens*

*Below: A view of the Garden Party.*



*Below: Another view of the Garden Party.*





The Administrator chatting with the guests after Tea.

## Messages received, from Men who Matter in Indian Insurance, on the occasion of the Third Anniversary of the Empire Life Club, Coimbatore.

Oriental Government Security  
Life Assurance Co., Ltd.

Oriental Buildings,  
Post Box No. 148,  
Bombay, 7th June 1954.

.....You are celebrating the Third Anniversary of the formation of a Club composed of the Agents, Organising Officials and Staff attached to the Coimbatore Branch of the Empire of India Life Assurance Co., Ltd. with the object of inculcating in them a spirit of camaraderie and affording them opportunities of discussing insurance subjects and, more than all, creating in them a sense of loyalty to the Company and service to the Policy-holders. These are extremely laudable objects and I congratulate your Club on your bringing on one platform the various limbs of a life Insurance Company with the view to making them co-operate for the common good.

Yours faithfully,

(Sd.) L. S. VAIDYANATHAN.

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Hindusthan Life Office  
Hindusthan Buildings  
Calcutta-13, June 10, 1954.

.....A club of insurance men like that of yours, where you have an opportunity for discussing Insurance Subjects and common problems relating to insurance work, has always my heartfelt sympathy and support and I send my best wishes on this occasion of your anniversary for the success of the function as also for the progress of the club from more to more. Insurance, apart from being a purely business proposition, has a wider appeal. Insurance men by helping our people to get insurance-minded are doing a service to the society and the nation at large. On the one hand, they assist us in making provisions against unforeseen circumstances and, on the other, the funds so created are available for utilisation in nation-building projects for the larger good of the people. They have thus taken upon themselves a great responsibility particularly in a country like that of ours, where the light of education is yet to reach the dark and dim corners of our villages and the habits of thrift are more or less unknown. I hope and trust, the Organisers of the Club are fully aware of the wider social and national significance of insurance work and while they should meet together to devise ways for improving over

the technique of insurance salesmanship and giving better service to policy-holders, they must, at the same time, inculcate in them a missionary spirit of service by spreading the message of hope and security that insurance brings to our more unfortunate brethren.

(Sd.) B. C. RAY.  
*Secretary.*

N. V. Nayudu, M. A., B. L.,  
Fellow of the Institute of Actuaries

United India Life Office,  
Post Box No. 281.  
Madras.  
7th June, 1954.

.....I am very happy to note the activities of the Club. The future of Indian Insurance is with the agent properly recruited and trained in service to policy-holders as well as in sales. The public will know the institution only through such agents. A Club for such insurancemen will be not only a place of relaxation but also a forum for exchanging experiences and improving standards by mutual criticism. I welcome the formation of the Empire Life Club and look forward to the fulfilment of its purpose.

Yours faithfully,  
(Sd.) N. V. NAYUDU.

S. C. Roy,

Aryasthan Insurance Building,  
15, Chittaranjan Avenue,  
Calcutta-13, June 8, 1954.

.....It is one of the merits of the Insurance Industry that it offers scope for the widest variety of staff and other organisations; and each such organisation has its proper role. A club such as yours can play a very important part in fostering co-operation and team spirit among the different cadres which will not only benefit the workers but also help the company which they serve to grow to greater heights of prosperity.

Yours faithfully,  
(Sd.) S. C. Roy,  
Editor, Insurance World,  
President, Indian Insurance Institute,  
Past President, Indian Life Assurance Offices' Association.

All India Insurance Field  
Workers Association

P-11, Mission Row Extension,  
Calcutta-1.  
9th, June, 1954.

.....The objects for which your Club is established are really appreciable and I confidently believe that it will be in its onward march from strength to strength in fostering and developing feelings of fellowship and friendship and common understanding among its members."

Yours faithfully,  
(Sd.) SUKUMAR CHATTERJEE,  
*President.*

Insurance Club

Patna  
9th June, 1954.

.....Ours is a profession of service to our constituents. Insurance workers have the advantage of earning their bread through a process of service to humanity. It should therefore be the aim of all of us to see that this profession is not marred by the advent of self-seekers and exploiters.

Indian Insurance has immense possibilities of strengthening the financial set-up of millions of our countrymen, if only we, by a diligent and honest pursuit of our profession, seek, individually and collectively, to foster in us a sense of loyalty to our respective institutions and a spirit of service to our client etc., as has so nobly been stated by you to have been the aims and objects of your Club.

Yours faithfully,  
(Sd.) H. C. CHOUDHURY,  
*President, Insurance Club, Patna.*

U. P. Insurance Field Workers Association.

.....I believe that your club holds the unique distinction of the only one of its kind in our country. When all persons concerned in one Company from the biggest to the most junior can find a fellowship on a social basis it augurs well for the Insurance industry.

Yours very truly,  
(Sd.) J. A. DE SOUZA,  
*for President.*

Lucknow 10th June 1954.

The Bombay Life Assurance  
Company, Limited.

45-47, Churchgate Street,  
Fort, Bombay-1.  
10th June, 1954.

The idea of having a Club for the workers attached to the Company in the locality is a very good one. It offers facilities to bring them together, inculcate in them a spirit of comradeship and offers them opportunity for discussion on insurance subjects. There are very few such clubs in this country. I am glad to hear that your Club has worked successfully for three years and is now celebrating its third anniversary on the 13th instant. The Management of your company deserves congratulations for the sympathy and support they have been extending to your Club.

Yours sincerely,  
(Sd.) K. BALASUBRAMANYAM

S. Parthasarathy.

Amjad Bagh,  
30, Luz Church Road,  
Madras 4.  
8th June, 1954.

.....Clubs such as yours—unfortunately so few in the country—serve a great purpose in raising the prestige of the insurance profession. I consider you are very fortunate in having my very good friend, Sri Varadachariar to preside over your celebrations.

Yours sincerely,

(Sd.) S. PARTHASARATHY.

D. Subrahmaniam  
M.A., F.I.A., F.S.S.

Andhra Insurance Co. Ltd.  
Masulipatam  
11th June 1954.

.....I am sure your Club will be of immense help to raise the status of the insurance worker and to equip him with the necessary knowledge to be of great service to the policy-holders and consequently to our Country. I wish the function all success and I hope the useful work done by your Club will be continued for long.

(Sd.) D. SUBRAHMANIAM,  
General Manager.

The Bharat Insurance Co., Ltd.,  
Ref. No. 43671

10, Darya Ganj, Delhi,  
10th June, 1954.

.....Any attempt designed to bring the workers together with a view to inculcating in them a spirit of brotherhood and affording a common forum for the discussion of day-to-day problems and difficulties deserves every encouragement. The successful completion of the first three years of the useful existence of the Club marks a happy augury for the future and I wish you all the success in days to come.

(Sd.) K. L. GUPTA.  
General Manager.

The Lakshmi Insurance  
Company Ltd.

Lakshmi Insurance Buildings,  
New Delhi-1.  
June 16, 1954.

.....I wish your Club all success so that it is in a position to inculcate that sense of loyalty and service to policy holders which is the prime motive of any Insurance Company.

Yours faithfully,  
(Sd.) DEVICHAND,  
General Manager.

## Anticipated Endowment Assurance Scheme

With a view to stimulate New Business the Company has recently introduced the above new Scheme. The Premium Rates applicable to this Table are printed on the last inside cover page of this issue. A description of this Scheme is given below. All other terms and conditions as are contained in the Company's current Prospectus apply to this scheme also. It is understood that the same Proposal Form as is being used for the ordinary Endowment Assurance Policy can be used for this scheme also.

It may be observed that the salient feature of this scheme is that unlike the ordinary Endowment Policy this policy has the added advantage of the Assured getting a part of the policy monies before its maturity with the further advantage that the payments made during the life-time of the Assured are not deducted from the face value of the Policy in the event of death occurring subsequent to these payments but before the maturity of the Policy.

This type of policy is similar to the ordinary Endowment Assurance with Profits except for the fact that it makes provision for meeting certain expenses which one may have to incur before the policy matures. For example, it may be that a large sum is required for the education of the boy or for the marriage of the girl just 5 year or 10 years before the

maturity of the policy. This scheme of assurance provides for meeting such contingencies without any extra difficulty on the part of the assured. It may be noted that although Rs. 200/- may have been paid 10 years before the expiry of the selected term and a similar Rs. 200/- may have paid 5 years before the expiry of the selected term, yet, in the event of the unfortunate death of the life assured occurring subsequent to these payments, the full face value of the policy, viz. Rs. 1000/- will be paid without any deduction whatsoever. It is only on the maturity of the policy that the payments made already would be reduced from the face value of the policy and the balance paid along with all attached bonuses. The bonus that will vest to this Policy after various valuations would be payable on the expiry of the selected terms or at death, if earlier.

In the matter of paid up and surrender values available after payment of at least two years' premiums the usual rules applicable to Endowment Assurance will not hold good as there are intermediate benefit payments. Special Paid up and Surrender Values will be quoted on request.

It is hoped that the above new scheme will help the Company's workers in increasing the New Business figures.

## LETTERS OF APPRECIATION

Dr. J. H. Vania,  
M.B., B.S.

Inside Lohari Gate,  
Multan City,  
Dated 6th May, 1954.

To  
MESSRS. THE EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Bombay.

Dear Sir,

Mtd. Policy No. 128754 — Own Life.

I have to thank you for your letter of the 1st instant and am extremely grateful to you for all the trouble you have taken with regard to the above policy.

It has been my good fortune to have insured with a company of your kind, because apart from every courtesy and consideration you have helped me no end in realising the value and that too at great inconvenience and trouble to yourselves.

I once more offer my heartfelt thanks, and wish your company every success.

Yours faithfully,  
(Sd.) J. H. VANIA.

From  
Purushottam Shivji Mandora,  
C/o Kusunda & Nyadee Collieries.  
(Distt. : Manbhum)  
P. O. Kusunda, 10th August, 1954.

To  
The Manager,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
214, Hornby Road,  
Post Box No. 1460,  
Bombay. (No. 1).

Dear Sir,

Re :—Policy No. 310566—A. M. Chauhan (Decd.)

I have duly received your letter of the 21st July, 1954 together with a Cheque for Rs. 2,056-10-0 on The National Bank of India Ltd., Bombay in settlement of the claim of the policy referred to above, but owing to my absence from Kusunda, I could not acknowledge the same earlier.

I should thank you very much for the above payment, and at the same time, it gives me much pleasure to write you that on behalf of my sister Smt. Parvatibai, I approached the Company with necessary formalities for the claim under above policy; and have been greatly impressed by manners and efficiency with which the

management of the Company has admitted and entertained the claim so promptly which was beyond my expectation.

I sincerely appreciate the management of the Company for the service they have done to me and heartily wish them all round success and prosperous business in the insurance field.

Yours sincerely,  
For and on behalf of Smt. Parvatibai,  
(Sd.) PURUSHOTTAM MANDORA,  
(Constituted Attorney).

S. D. Ganesha Rao, B.A., B.L.  
Advocate.

“Keshava Nivas”,  
Gandhinagar, Bangalore-2.  
31st March, 1954.

The Manager,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Empire House,  
214, Hornby Road, Bombay.

Dear Sir,

Pol. Nos. 160620, 244625, 245765 &  
306732 — N. S. Krishnan (Deceased).

I am in receipt of your registered ack. due letter of 27th instant enclosing therein a Cheque for Rs. 3,281-12-0 favouring Mrs. V. S. Seethalakshmi, W/o late N. S. Krishnan, in full settlement of the claim under the above policies. I have also received the 3 loan bonds duly cancelled.

I thank you on behalf of the claimant for the prompt settlement of the claim.

Yours faithfully,  
(Sd.) S. D. GANESHA RAO.

Ajmer, 18th Sept. 1954.  
c/o Shri G. D. Durgapal,  
Retired Head Master, Govt. High School,  
378, Brahmapuri, Ajmer.

To  
The Administrator,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD., Bombay.  
Ref:—Policy No. 153546 — Late Pt. Rudra Datt Tewary.

Dear Sir,

I take this opportunity of thanking the management of the Empire Life Assurance Co. Ltd., for their promptness in settling the claim on the Life Policy of my husband—late Pt. Rudra Datt Tewary.

I also appreciate the services and sympathetic help rendered to me in the matter by the local Branch Secretary.

I whole-heartedly recommend the services of companies like the Empire to the insuring public.

Yours faithfully,  
(Sd.) LILAVATI DEVI.  
(w/o late Pt. Rudra Datt Tewary).

From

Sant Ram Kalra,

Shanti Sarowar, Salig Niwas,  
Jullundur City.

Dated 1st April, 1954.

To

The Manager,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Bombay.

Re :—Policy No. 128352 — Own Life.

Dear Sir,

I beg to acknowledge with thanks the receipt of the demand draft for Rs. 4,489-3-0 in lieu of full and final settlement of my claim for the above noted policy along with your letter, dated 26th March, 1954.

Your early and quick disposal of the case is much appreciated.

Yours faithfully,  
(Sd.) SANT RAM KALIA.

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Nagpur,  
9th April, 1954.

To

Secretary,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Nagpur.

Dear Sir,

Ref :—Matured Policy No. 129231.

I acknowledge the receipt of cheque with thanks. I am very glad to appreciate the promptness of every transaction done in your firm.

Thanking you,

Yours faithfully,  
(Sd.) G. N. KAKBHAT.

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Jamkhandi Estate,  
Poona,  
Dated, 25th April, 1954.

N. Dandekar, I. C. S. (Retd.)  
Ref. No. JE/In 130/54.

To

The Manager,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Empire House, 214, Hornby Road,  
Bombay No. 1.

Subject :—Policy No. 308937 on the life of the  
late Shri Parshuram Patwardhan.

Sir,

I thank you for your letter, dated 22nd instant from the Claims Department enclosing therewith the above Policy duly

endorsed as fully paid up for Rs. 50,000/- payable as stipulated in the said Policy. May I add that I deeply appreciate the promptness with which you have dealt with this and the other Policies on the life of the above mentioned grantee?

Yours faithfully,  
(Sd.) N. DANDEKER.  
Administrator.

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From

Dr. B. N. Desai,  
B.A., LL.B., M.Sc. (Bom.),  
Ph.D., D.Sc. (Edin.), F.R.S.E.,  
Director.

Regional Meteorological Centre,  
Colaba, Bombay 5.  
Dated, 1st May, 1954.

To

The Administrator,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Empire House, 214, Hornby Road,  
Fort, Bombay.

Dear Sir,

While acknowledging the receipt of the cheque for Rs. 1,123/- towards the payment of my matured policy No. 128775, I thank you very much for the prompt action you have taken in the matter.

Yours faithfully,  
(Sd.) DR. B. N. DESAI.

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177, Fourth Main Road,  
Chamarajpet,  
Bangalore, 29-4-1954.

To

The Manager,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Bombay.

Dear Sir,

Policy No. 94582 — (Own Life).

I am in receipt of your kind letter No. (nil). dated 24th April 1954 together with the enclosure, namely, Draft No. 21/333, dated 22-4-1954 for Rs. 705-8-0 in full settlement of my claims over my Policy. Please accept my thanks.

I take this opportunity of expressing my gratitude and appreciation as a Policy-holder in your popular Company for 25 years. I would like to mention a few of the following outstanding features which mark out your Company from similar concerns in our country; namely, (1) low rate of premiums; (2) prompt and quick settlement of claims; (3) favourable terms of paid-up policy and surrender value; (4) provision for safeguarding the interests of policy-holders; and (5) Liberal bonus. I wish your Company further progress and prosperity and many years of useful service to thousands of people in India and elsewhere.

In this connection, I would like to express my sincere thanks to Sri V. K. Srinivasan, the Branch Secretary of your Company in Bangalore, for his friendly and courteous behaviour and for the prompt and willing help he rendered to me in the matter of my Policy claims. Similarly my thanks are due to the members of the staff of your Branch office here in Bangalore.

Yours faithfully,  
(Sd.) C. RAMASWAMY IYENGAR.

\* \* \*  
L. Sadananta Rao,  
T. C. No. 393, Puthen St.,  
Trivandrum (T. C. State).

Trivandrum,  
Dated 14-6-54.

To  
MESSRS. THE EMPIRE OF INDIA ASSURANCE CO., LTD.,  
Bombay.

Dear Sirs,

Ref:—Your letter, dated 8th June, 1954 — Acknowledgment of Cheque No. 33978 for Rs. 1,247 drawn with National Bank Ltd., Bombay.

I acknowledge with thanks the receipt of the above cheque for Rs. 1,247/- only. It is really a pleasure to note that the Company has been very prompt in their dealings with the Policy-Holders.

I wish the Company every success in their Administration.

Thanking you once again for your promptness in looking to convenience of the Policy-holders especially for ready payment.

Yours faithfully,  
(Sd.) L. SADANANTA RAO.

\* \* \*  
15, Savitri Niwas,  
Bhimani Street, Matunga,  
Bombay-19,  
Dated 18-5-54.

To  
THE EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Bombay-1.

Sir,

I thank you for the cheque for Rs. 1,406-8-0 (Rs. one thousand four hundred and six and annas eight only) on National Bank of India Ltd., Bombay, in full settlement of my claim under the Policy No. 3349 — T. K. Tattu, which I received along with your letter, dated 8th May, 1954.

The prompt and straight service is creditable to you.

Wishing you all prosperity.

Yours faithfully,  
(Sd.) (Mrs.) SARALA M. NAGPURKAR.

17, Queen's Road,  
Allahabad.  
Dated 3-7-54.

To  
The Manager,  
EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.,  
Bombay-1.

Dear Sir,

Ref:—Pol. No. 39935 — L. R. Johrai.

I am this in receipt of your draft in my favour on the Imperial Bank of India, Allahabad for Rs. 2,490.

I thank you for the prompt action taken by you in this matter.

Yours faithfully,  
(Sd.) L. R. JOHARI.

\* \* \*  
Siddheswar Chaudhury,  
M.A., B.L.

18, Basanta Bose Road,  
Calcutta-26.  
Dated 12-6-1954.

To  
The Branch Secretary,  
THE EMPIRE OF INDIA LIFE ASSURANCE CO., LTD.

Ref. :—Policy No. 204936 — Own Life, Matured.

Dear Sir,

Regarding the final settlement of my claim under the above mentioned Policy, I have much pleasure to convey to you my appreciation of the prompt manner in which the settlement was made. In this connection, I would like to bring to your notice the assistance and helpful co-operation I received from Sri Naresh Chandra Ghosh, B. Sc. (attached to your office) for which I am very thankful.

Yours faithfully,  
(Sd.) S. CHAUDHURY.  
*Retired Head-Quarters Assistant Collector,  
Central Excise.*

\* \* \*  
Manoranjan Gupta.

9, Bras Basah Road,  
Singapore  
19-6-1954.

To  
Manager,  
Empire of India Life Assurance Co., Ltd.,  
Bombay.

Pol: No. 128451 — Own Life

Sir,

I am in receipt of your registered A/D letter (Dept. claims), dated 1st June, 1954 enclosing First of Exchange for Rs. 1121-8-0 in full settlement of claims on the above policy.

I produced the First of Exchange to The United Commercial Bank Ltd., Singapore, and managed to cash it for Rs. 1,121-8-0. I thank you for the immediate payment of the above claims.

Yours faithfully,  
(Sd.) MANORANJAN GUPTA.

\* \* \*

To  
The Manager,  
Empire of India Life Assurance Co., Ltd.,  
Empire House,  
Bombay.

Dear Sir,

Re:—Claim Policy  
No. 62722 — Mr. S. S. M. Jagtiani (Decd.)

I thankfully acknowledge the receipt of your Cheque No. 34059 dated 22nd instant for Rs. 1,316-8-0 (one thousand three hundred sixteen and annas eight only) in settlement of the claim under the above noted policy on the life of my deceased father Shree S. S. M. Jagtiani.

I am really grateful to your Ajmer Branch Staff and the Secretary Mr. Baluja for the help extended to me in the prompt and early settlement of my claim.

Yours faithfully,  
(Sd.) SUNDRI S. JAGTIANI,  
Assistant Mistress, Saraswati Balika Vidyalaya,  
House No. C-1/68, Noor Soap Factory,  
Karka Chowk, Ajmer.

26-6-1954.

\* \* \*

To  
The Branch Secretary,  
Empire of India Life Assurance Co., Ltd.,  
Ahmedabad.

Dear Sir,

Re-Policy No. 28445 — L. H. Mehta (Decd.)

I received the cheque for Rs. 2,460-6-0 in full settlement of the above policy and thank for an early settlement of the claim. I wish every prosperity to the institution.

Yours truly,  
(Sd.) Mrudvangini, wd/o LEHRIKUMAR MEHTA.  
8, Moti Bag, Ellis Bridge, Ahmedabad.

(Continued from page 14)

and the prize winners for their success, Dewan Bahadur R. Varadachari expressed his hope that the Club will continue to function still more actively in future.

The Meeting came to a close after the Vote of Thanks proposed by Mr. T. S. Srinivasa Aiyengar, Assistant Secretary.

There was also a delightful Music Performance for over an hour by Kumari Jayalakshmi who in spite of her tender age of 12 has already made a reputation for herself in the music world and who on behalf of the Club was presented with a Gold Medal by Mrs. Varadachari in appreciation of her talents.

## NEWSY NOTES

### Mr. G. C. Baluja—Ag. Branch Secretary, Ajmer.

Mr. G. C. Baluja, hitherto Inspector at Jodhpur, was appointed Ag. Branch Secretary of the Company at Ajmer with effect from 1st April, 1954, vice Mr. N. D. Verma who was transferred to Agra as Jt. Secretary.

Mr. Baluja first joined the Company's service as an Inspector at Jodhpur in June 1949 with varied experience behind him ranging from the position of a Headmaster of a middle school, member of the indoor staff of "Oriental", Tahsildar (Elections) and Extra Assistant Recruiting Officer. We wish him all success in his new assignment.

### The Empire Life Club, Madras.

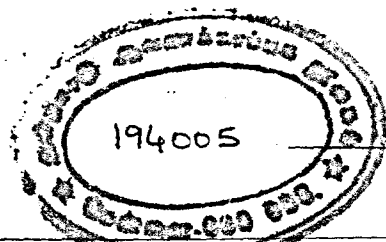
An "EMPIRE LIFE CLUB" like the ones functioning actively

at our Bangalore and Coimbatore Branches, with all the Representatives of the Company and the Field and Office Staff as members, has been started at Madras at a meeting held on the 23rd July 1954. The Agency Manager (East), Mr. A. I. Ipe, the founder of the Coimbatore Club, was present at the above meeting and guided its deliberations. Mr. A. B. Ponnurangam of Vellore, who is one of the Branch's oldest and most productive agents, was unanimously elected as the first President of the Club.

With a view to get all the Agents of the Company under the Branch to participate in the activities of the Club, it has been also decided that a New Business Competition among them should be started forthwith.

## EXTRACT FROM ASSETS AS AT 31-12-1953

|                                                               | Face Value.     | Book Value.     |
|---------------------------------------------------------------|-----------------|-----------------|
|                                                               | Rs.             | Rs.             |
| 1. Indian Govt. Securities ...                                | Rs. 4,71,12,500 | 4,60,96,987     |
| 2. State Govt. Securities ...                                 | „ 1,96,63,100   | 1,80,64,654     |
| 3. Indian Municipal Port and Improvement Trust Securities ... | „ 1,46,08,500   | 1,41,60,878     |
| 4. Indian Municipal and Port Trust Sterling Securities ...    | £ 1,05,200      | 13,84,576       |
| 5. British Govt. Securities ...                               | „ 89,500        | 10,60,560       |
| 6. Foreign Municipal and Port Trust Sterling Securities...    | „ 21,900        | 2,92,000        |
| 7. Burma Govt. Securities ...                                 | K 6,00,000      | 6,00,000        |
| 8. Debentures of Companies incorporated in India ...          | Rs. 1,06,45,000 | 98,70,984       |
| 9. Land and House Property...                                 | „ 8,32,271      | 8,32,271        |
| 10. Deposits at Call with Banks.                              | ...             | ...             |
|                                                               |                 | Rs. 9,23,62,910 |



Edited and Published by A. I. Ipe, at the Empire of India Life Office, 35, Mount Road, Madras-2 and printed by M. G. Thomas, at the New India Printers, No. 1, S. S. Saheb Street, Madras-29.

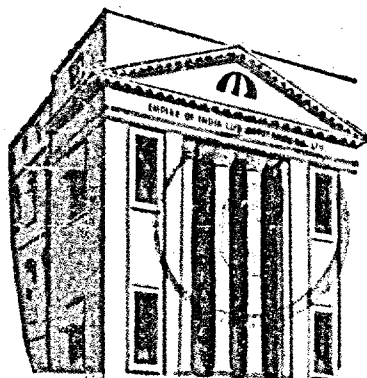
## Anticipated Endowment Assurance Policy

### WITH PROFITS

Annual premium ceasing at the expiry of the selected term of years or at previous death to secure

- (1) Rs. 200 on surviving the date, 10 years before the expiry of the selected period.
- (2) Rs. 200 on surviving the date, 5 years before the expiry of the selected period.
- (3) Rs. 600 on surviving the expiry of the selected period.
- (4) Rs. 1,000 on death at any time within the selected period.

| Age nearer Birthday | ANNUAL PREMIUM         |          |          |  |
|---------------------|------------------------|----------|----------|--|
|                     | SELECTED TERM OF YEARS |          |          |  |
|                     | 15 Years               | 20 Years | 25 Years |  |
| Years               | Rs. As.                | Rs. As.  | Rs. As.  |  |
| 18                  | 77 5                   | 56 12    | 44 11    |  |
| 19                  | 77 5                   | 56 13    | 44 12    |  |
| 20                  | 77 5                   | 56 13    | 44 13    |  |
| 21                  | 77 6                   | 56 14    | 44 15    |  |
| 22                  | 77 6                   | 56 15    | 45 0     |  |
| 23                  | 77 7                   | 57 0     | 45 2     |  |
| 24                  | 77 8                   | 57 2     | 45 5     |  |
| 25                  | 77 9                   | 57 4     | 45 7     |  |
| 26                  | 77 10                  | 57 6     | 45 11    |  |
| 27                  | 77 12                  | 57 8     | 45 14    |  |
| 28                  | 77 14                  | 57 11    | 46 2     |  |
| 29                  | 78 0                   | 57 15    | 46 7     |  |
| 30                  | 78 3                   | 58 3     | 46 12    |  |
| 31                  | 78 6                   | 58 7     | 47 1     |  |
| 32                  | 78 10                  | 58 12    | 47 8     |  |
| 33                  | 78 15                  | 59 2     | 47 15    |  |
| 34                  | 79 4                   | 59 9     | 48 7     |  |
| 35                  | 79 10                  | 60 0     | 48 15    |  |
| 36                  | 80 1                   | 60 8     | 49 9     |  |
| 37                  | 80 9                   | 61 1     | 50 3     |  |
| 38                  | 81 1                   | 61 11    | 50 14    |  |
| 39                  | 81 11                  | 62 6     | 51 10    |  |
| 40                  | 82 5                   | 63 2     | 52 7     |  |
| 41                  | 83 1                   | 63 15    | 53 6     |  |
| 42                  | 83 15                  | 64 13    | 54 5     |  |
| 43                  | 84 13                  | 65 13    | 55 5     |  |
| 44                  | 85 13                  | 66 13    | 56 7     |  |
| 45                  | 86 14                  | 67 15    | 57 10    |  |
| 46                  | 88 0                   | 69 2     | ..       |  |
| 47                  | 89 3                   | 70 7     | ..       |  |
| 48                  | 90 8                   | 71 12    | ..       |  |
| 49                  | 91 14                  | 73 3     | ..       |  |
| 50                  | 93 6                   | 74 12    | ..       |  |
| 51                  | 94 15                  | ..       | ..       |  |
| 52                  | 96 9                   | ..       | ..       |  |
| 53                  | 98 5                   | ..       | ..       |  |
| 54                  | 100 3                  | ..       | ..       |  |
| 55                  | 102 2                  | ..       | ..       |  |



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