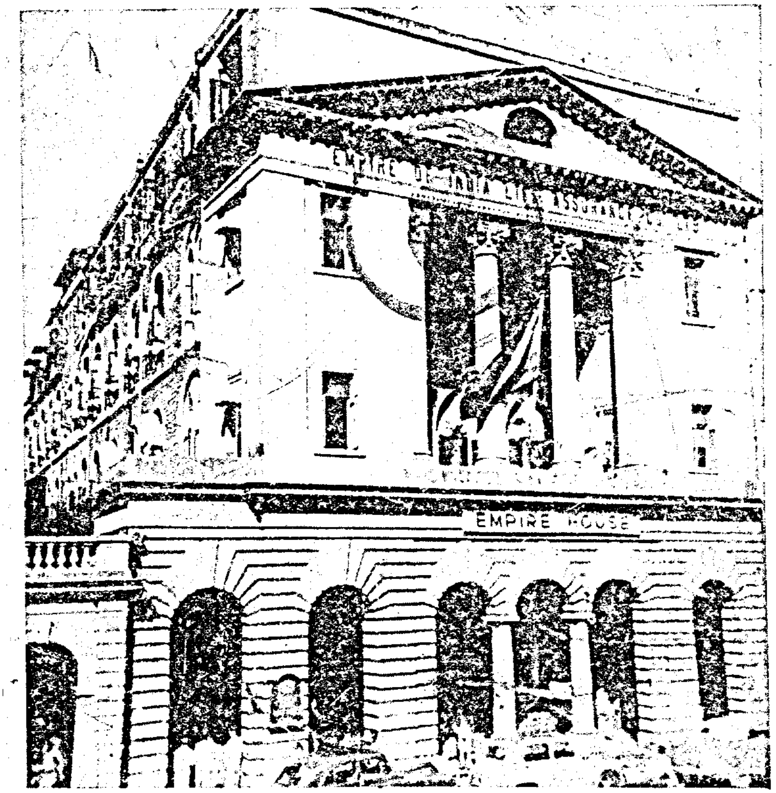
Empindia

851

HOUSE MAGAZINE OF THE

Empire of India Life Assurance Company, Ltd

Vol. 3 JAN. — MARCH 1955 No. 4



PUBLISHED AT

EMPIRE OF INDIA LIFE OFFICE, MADRAS-2

EMPINDIA

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

PUBLISHED AT:

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Vol. 3 — Jan. — March 1955 — No. 4

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FIGURES WHICH SPEAK

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

Year ending	New Business Rs.	Total Business Rs.	Premium Income Rs.	Life Fund Rs.	Claims Paid Rs.
February 1910	50,23,940	2,16,76,940	11,41,827	33,95,096	2,20,512
February 1920	67,56,500	4,91,01,902	24,10,274	1,37,42,452	10,34,213
February 1930	1,40,02,135	10,08,85,169	47,10,523	3,23,97,855	29,21,882
February 1935	1,47,57,880	11,56,12,828	51,65,257	3,95,39,424	38,82,506
December 1940	1,31,80,030	14,65,62,541	63,70,220	5,02,30,339	45,45,422
December 1945	2,33,42,340	19,13,61,776	88,66,553	6,48,68,146	46,84,188
December 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**

Paid by death in 1954 : Rs. 19,05,925

„ „ Maturity „ „ 49,36,758

„ 68,42,683

Total claims paid as at 31—12—1954 : **„ 14,68,21,526**

EMPINDIA

Vol. 3 JAN — MARCH 1955 No. 4

EDITORIAL NOTES

This is the fourth issue of the *Empindia* in the third year of its publication and with the next issue the house-magazine will be entering into its fourth year. In its present form, viz. as a forum for the training and the propagation of the ideas of the field-workers and to enable the Company's constituents to get to know the progress made by the "Empire", the *Empindia's* first issue was published in the early part of 1952 with the good wishes and blessings of our Administrator, Dewan Bahadur R. Varadachari. On more occasions than one he has expressed his hope to see this house-organ going on from success to success as a permanent feature of the Empire organisation. The Company's Manager, Mr. Pradhan, too, is taking the same interest in order to see that the *Empindia* grows from strength to strength. All the same it is somewhat unfortunate that the response from the Company's field-workers, for whose use this house-magazine is primarily meant, is not quite up to our expectations. It is, however, our sincere hope and trust that with the stepping of the *Empindia* shortly into its fourth year, there will be a tremendous fillip to the journal from the Empire's field forces both in the matter of contributions of articles conveying their successful tackling of difficult cases and in enrolling more and more people as regular paying subscribers of the journal. As this is the last issue of the third volume, our subscribers who have not yet paid their subscriptions for the third year are requested to remit the same without any further delay to the Branch Offices from which they are getting their copies of the magazine.

This Issue

We are publishing in this issue three articles of practical value to the Empire's field-workers. It is a matter for gratification that two of these articles have been contributed by outstanding workers of the Company. Judging from the presentation of the matter, our readers will agree that both these articles contain good ideas for life Insurance selling. Among the Empire's workers, spread all over the Republic, there are, no doubt, many more such workers of outstanding ability. Contributions from them concerning the "how" and "why" of successful selling of life Insurance Policies are invited for publication in the *Empindia* as such articles, being a demonstration of the ability of our own Agents will undoubtedly be a matter of pride and inspiration—a matter for emulation—for every Agent in the Empire's organisation. The author of the third main article under the caption, "The Works Manager was shaken", prefers to remain anonymous. We would commend this article to our readers, as it elucidates the essential psychology used in closing the sale. All good sales are the outcome of a good shake-up which clever salesmen give (not in any physical sense, of course !) to the prospects who are more often than not of a lethargic type and who would not act, even when admitting the usefulness of insurance, unless given a mental "shake-up".

The new Vijayawada Branch

We are publishing in this issue an account of the opening of the new Vijayawada Branch together with a few of the snap-shots taken on the occasion of the opening ceremony. The inspiring messages received on the occasion from the Administrator and the Manager are also published herein. The *Empindia* offers its best wishes to the new Office opened in one of the most prominent commercial centres of Andhra and trusts that the selection by the Company's management of the centrally situated town of Vijayawada for locating the Andhra Branch will prove to be of use in the strengthening of the Company's organisation in the Andhra State and more important than anything else, for rendering speedy service to the policy-holders in the Telugu area.

The Success Story contest:

"The Sale that taught me most"

It is decided to keep open the above mentioned contest for some time more so that many more of the Empire's field-workers may take part in it. In this connection, we invite the attention of those agents who wish to take part in the contest to the hints published on page 7 of the *Empindia's* April-September (1954) issue.

"Two wives died as a result of Insurance Nomination !"

The Editor had occasion to meet last month in the course of a tour of his, a prospect at a mofussil station. He (the prospect) said that he was having a big policy with a foreign firm. After taking it out he married and after marriage he nominated his wife to receive the policymoneys in case of his earlier death. The poor lady, he said, died three months after the nomination. He married again and the second wife, who too was nominated as before, died just three months after the nomination ! He said that he had not yet nominated his third wife. I told him it was good that he had not done it and added that that policy which was instrumental in "liquidating" two poor nominees seemed to me to be a veritable fortress for himself (the assured) as its evil influence had been of calamitous effect only in the cases of nominees and suggested that he could safely go in for another policy in the "Empire" but only see to it that nobody was nominated ! We laughed at this and the meaningless objection was easily brushed aside.

A good proportion of the objections a salesman meets with is silly; a few no doubt will be serious and somewhat difficult to answer. The following recipe might be tried by salesmen with success when they meet with such cases: viz. make the simple and silly objection to look very serious indeed, i.e., inflate it too much, which is a sure way to explode it. Try just the opposite tactic in the other case; viz. make the really serious ojections to look very very simple. While resorting to both the abovementioned tactics, the salesman should of course be wary not to give the prospect the impression that he was making fun of him.

It is easier to catch flies with honey than with vinegar.

English Proverb.

* * * * *

If you strike a thorn or rose,
Keep a-goin !
If it hails or if it snows,
Keep a-goin !
'Tain't no use to sit and whine
'Cause the fish ain't on your line;
Bait your hook an' keep on tryin',
Keep a-goin !

Frank L. Stanton—Keep a-goin !

AGENTS' ROLL OF HONOUR

Mr. J. S. JACOB,
Trivandrum.

Although Mr. Jacob took up his Agency only in the middle of 1954, he completed a substantial amount of business for the year topping the list amongst all the agents in Trivandrum District. In token of the creditable work done by him the Empire Life Club, Coimbatore, has recently awarded him a Gold Medal. We wish Mr. Jacob all success.

Mr. K. P. SUBRAMANIAN,
Bangalore.

He is an outstanding fulltime worker of the Company since 1932. He has been consistently writing business of a good volume both under Bangalore Branch and also in the area of the other Branches of the Company. In recognition of his outstanding success year by year he was awarded a prize of "Parker Major" pen at the time of the Golden Jubilee celebrations of the Company. Before 1939 he was awarded prizes under New Business Competition under the Branch. In the New Business Competition in 1953 started under the auspices of the "Empire Life Club" he was awarded a third prize of a Silver Plate.

Mr. T. R. SIDDABASAPPA,
Tiptur.

Being appointed in the year 1941 at Tiptur he is a good producer of New Business. He has the distinction of winning First Prize of Gold Medals successively in two competitions instituted under the auspices of "EMPIRE LIFE CLUB" in 1953 and 1954. He was also awarded a Silver Plate being the Unit prize.

Mr. J. R. K. RAMA BHATTA,
Koppa.

He is connected with the Company since 1948 and he has taken Insurance career as his sole work. He has been consistently doing substantial business.

THE WORKS MANAGER WAS SHAKEN !

(By a Contributor)

Ranjan was a Works Manager with a young devoted wife. They were expecting a baby and Ranjan was due for promotion.

One morning Mr. Sundaram, an agent of Empire, introduced to him by a friend some months ago, and who had already become a friend of the family, called to see him and to discuss his life insurance programme. Explain as he might Sundaram could not get Ranjan to admit the need for more insurance. " I have already a policy for Rs. 5,000. Its premium is big enough. Moreover, my expenses are going to increase in a few months' time. But you don't worry Sundaram, when I can really afford more, I will give the policy to you only," he said.

Sundaram wouldn't take this polite refusal for a final answer. Something deep within him said that not only could Ranjan afford but he *needed* more life insurance, with the increased responsibilities he was going to have. A new idea struck him. Why not try the " Income for wife " angle of the Family Security Policy ? " Ranjan, can you tell me what your wife will do with that Rs. 5,000 from your endowment policy, if anything happened to you ? I mean how long can Rs. 5,000 last ?" For once Ranjan was thrown off his feet. He did not know. He could assert that Rs. 5,000 was a pretty good sum ; still his voice had lost its confident ring.

" That sum of money " said Sundaram, seizing the weak spot in Ranjan's mental defence, " invested at 4% even would give her Rs. 200 a year, *i.e.*, about Rs. 17 a month, to house, feed and clothe herself and her child. Then there will be the expenses on education too. If the capital is used, the amount might yield about Rs. 140 a month for about 3 years. Then what about the future years—years in which the child has to be educated, and married if she is a girl ? The wife, you see, needs steady income, at least till the child begins to earn, that is, till about 20 years or so from now. Otherwise how will she pay the rent, grocer's bills, school fees, etc. ? I don't like to paint this picture of gloom, Ranjan, because no one expects such things. Frankly, I don't. All the same, our wishes and hopes are one thing and stern realities are another. Look at the plight of the family of the late Mr. X. Who ever dreamt that Mr. X would be snatched away from us so suddenly and that his family would be left helpless at the mercy of her relations ? Of course, they are good people, but you know, an economically dependent family can never be happy."

Ranjan was obviously shaken by this rude reminder that despite his policy for Rs. 5,000 his family was not well-protected against the really fearful contingency for which Life Insurance is taken.

Sundaram could see from Ranjan's thoughtful visage that his argument had gone home. Pressing the point he said : " Ranjan, for less than Rs. 100 a month as premium, my Company will guarantee your wife Rs. 200 of monthly income from the date of death up to the 20th year of the policy. Besides this, an immediate payment of Rs. 2,000 with accrued profits will be made soon after death, and another cash payment of Rs. 18,000 at the end of the 20 years. Should you survive the 20 years period, you will be paid a sum of Rs. 20,000 with accrued profits. Don't you think that this is really a bargain offer, that takes *all* the worries off your shoulders ?"

The idea appealed to Ranjan, but he was still feeling that the premium of Rs. 100 per month was rather beyond his capacity to save. Sundaram pointed out that if he really meant to assure that protection to the family he could find the money for it, even by cutting down some of the avoidable expenditure. Meanwhile, Mrs. Ranjan, who had come out with tea for them was drawn into the conversation, and Sundaram explained what her husband wanted to do for his coming child and its mother, and asked her to solve the problem of premiums. Mrs. Ranjan's reaction was forthright. She said that so much money was spent on needless purposes that it would not be difficult to save at least Rs. 40 to Rs. 50 per month, if the husband also co-operated. This was a challenge to Ranjan, who was also reminded by Sundaram about the promotion he was expecting.. He emphasized that he could get the policy to-day, but that he may not be sure of getting it a few months hence, as only first class lives were accepted under this scheme. It did not take much time thereafter for Sundaram to have the proposal filled in for a monthly Family Income of Rs. 170 (Rs. 17,000 sum assured) and arrange for the medical examination. Half-yearly premium of Rs. 596-14-0 was also collected then and there.

Reporting this sale to his inspector the next day Sundaram said that this sale taught him the following lessons :—

1. If we are convinced about the need of a family for new or additional insurance, we must never take even ten Noes for a final answer.

2. If we touch the right chord in the prospect's heart and make him realise his need, even the most stubborn prospect will change his mind.

3. Motivating stories help us a great lot in making an appeal that goes to the heart.

4. The " family Income " angle is a deadly enemy of the objection, " I have all the insurance I need." Life Insurance appeals more when the benefits are explained in terms of food clothing, shelter.

5. In many cases the wife co-operates, especially when it is explained that it is for the benefit of her children and their mother–the children can't be happy unless the mother too is so.

SOME COMMON IMPEDIMENTS OVERCOME

It is now five years since they were married. Days rolled on for them joyfully without themselves realising the flight of time. Their happiness was enhanced by the birth of a child three years back and Gopal has become a father of responsibilities. A decent remunerative profession, God-given talents to perform his duties wisely, a joyful married life, an obedient loving partner, an innocent handsome child, strong financial backing—all these have raised him to an enviable position but Gopal had an aversion for insurance—a bitter aversion. Many a salesman knocked at his mind's door but could not open it.

Ganesh also resolved to blow hard at this rock, to see whether there was water inside. This insurance Salesman had certain peculiar traits. After a thorough study of Gopal's family history, one day by about 7-30 a.m., Ganesh reached his doors. Without even the slightest tincture of misgivings, completely immersed in a spirit of and determination for business, the salesman stepped into the visitor's room and bid, " Good morning " with a smiling countenance. The host returned the salute and giving the guest a seat enquired, "For what purpose ?".

The salesman didn't mention his idea at the outset. Instead he began like this, " My name is Ganesh and I had been for the last one month hoping to meet you. Having had convenience only now, I have come to you. But one thing. Even if I didn't see you, I had the fortune of meeting your brother, Suresh. I will ever remember him and his words because they were of immense value for me."

Like a clever psychologist, Ganesh let the host to the enquiry, " When did you see my brother and for what purpose ?" Ganesh replied, "On my way to a certain place, I had a chance of meeting him. That's all. But I had a lot of valuable information from him and a knowledge of your responsible job in this factory.

The officer was a little pleased but he didn't show it. But the shrewd salesman had already recognised his favourable attitude and all on a sudden the host added, " By the by what's the purpose of your visit ?"

Ganesh replied modestly, " you have heard of the most progressive Insurance Concern,........... ...., and I am a representative of the same ". Even though he could perceive marks of disgust upon Gopal's face, the salesman continued, "I know you have'nt taken up an insurance policy and even if you have, you are in a position to take up another, thereby to enhance your own quantum of financial savings." Cut and right Gopal retorted, " Dear agent, I dislike to get insured."

Ganesh reached a critical stage in the course of his talk but he tactfully handled the situation. He said, " Being a clever, responsible officer, a man of sound education and general understanding, may I know some of the reasons for the dislike." Such was the bond of familiarity the salesman had created that the host could not but mention some points against insurance.

He said, " " My dear man, I have various other kinds of financial savings and landed property. So I do not need an insurance policy and the benefits therefrom." Ganesh calmly argued, " Mr. Gopal, I now see that you are deeply interested in saving money in all reliable and secure sources. As you clearly know, insurance is only another means of saving money. Your brother and brother-in-law and countless other responsible officers like you, have welcomed this method of saving and I hope you will also welcome this opportunity. After all, if you get insured, are you not going to save some more money, are you not going to regain the money you invest, with an ever-helpful provision for risk-cover after a stipulated period ?"

The host could not but respond, "Yes" which he did only in his mind. But he was still obstinate. He broke out with a reluctant face, " It's a loss of liberty. When once I accept the scheme, I have to abide by the rules of the Company and pay off premiums in time, which is quite contrary to my nature and a completely laborious responsibility. Ganesh did'nt hesitate. Suitable retort was on his lips. He said, " My dear Mr. Gopal, is this all your difficulty. If so, you need not hesitate to take up one. If your daily going to office is a loss of liberty for you, payment of premiums is also a loss of liberty. Is there any one in this world so free as you imagine. I need not explain to you on the loss of individual liberty in public life. Are'nt these curtailments to meet a desirable aim and we submit ourselves to these controls but do we really feel a loss of liberty. When you take it seriously payment of premiums is also exactly of this type. And in insurance the same means renewal of bond with the concern for your own risk-cover and family protection and I believe you clearly know these common facts on the advantages of insurance."

Ganesh didn't try to beat him in argument and bring him to the realisation that he was ignorant. Instead respecting his importance he attempted to win him over. The officer realised that he was yielding in the light of plain truths but still he persisted. He continued, " what you say is quite right but still I do not like the idea of insurance. Who cares for money after death.?" " Oh ! I know you said this only for argument's sake" replied Ganesh. " There is no inevitability you should die if insured and you should not, if do not. Death approaches all like a secret messenger. You have heard of the late Mr. So and So. Fortunately at death he had Rs. 30,000 policy in force in our Company. His bereaved wife recently received the cheque for the amount. Is it a misfortune, she got it? Did he breathe his last due to the influence of an insurance policy ? So it is, I said, your words are for argument's sake."

Gopal had nothing substantial to say. He said, "I know the great value of insurance as risk cover but the real reason for my unwillingness is only one. It was based on this that I hesitated to get insured during the last five years of my married life. Since you are a salesman interested and serious in your task, I shall let you know it. As you have said, I am now in more or less satisfactory circumstances. Who knows how long this situation continues. Suppose I get insured and continue to pay premiums regularly. If unfortunately I lose my job or in case I become sickly or if any such unforeseen mishap occurs, what will be my condition? Will not insurance become a curse for me instead of being a blessing? What have you to say to this".

He thought Ganesh would be dumb before his words. But the salesman was well-studied in insurance canvassing. He replied, "This is nothing. It is more a mental apprehension than a real fact. Fear is the greatest impediment to our progress and when it is unfounded, we have to drive it off root and branch and hold on to the duty before us. To get insured is to plan for the future. I am sure, a sensible man like you has a lot of future planning". Ganesh holding round the child within his arms said, "Have you no future planning for this your child? Do you not wish to see it grown up, given adequate education and a good start in life? You do wish and it is nothing else but a future planning. Man forgets the past and looks for a bright future. He disregards what happens to him to-morrow, nay in the next moment. You said, you have various other kinds of financial savings and you have no fear of future with regard to those. But fear comes up when you hear of insurance. But really how much helpful an insurance policy would be! It guards you against uncertainties of future, imparts to you courage, joy and peacefulness of mind, lays out before you concrete ideas of what you are going to do, fulfils your long-cherished aspirations at a later time, enhances even more the happiness you still enjoy in your family life, because they know you care for them and toil for their welfare. I can give you countless instances of persons benefitted by insurance and most of them might have got insured with some reluctance, which they shook off and responded to their inner urge and I am sure you will also act in a conscientious manner."

Ganesh thereby poked up the feelings of his conscience and waited with determination to hear his, "yes", looking at him straight in the eyes. There was complete silence for a few minutes. Ganesh could feel the dispute in the mind of his respectable host. Then all on a sudden. Gopal broke out, "Yes", I have an intention to take up an insurance policy in your Company, which I shall do later on after giving you due information."

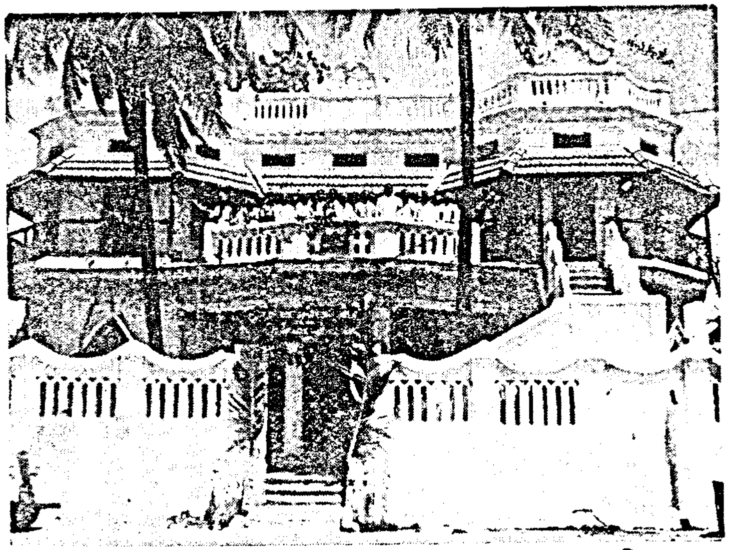
Ganesh expected these words. He was determined on the last stroke, which he did effectively, "My dear Mr. Gopal, I am really glad because I succeeded in convincing you of the need for insurance. Now what is it that remains. Only a minor factor, suitable time for writing the business. What really is the

(Continued on page 17)

THE NEW VIJAYAWADA BRANCH

The Company's Branch Office for the bulk of the Andhra districts (except those few controlled by the Madras and Bangalore Branches) hitherto functioning at Kakinada has been shifted to Vijayawada with a view to render better and more speedy service to the constituents and with the aim, also, of developing the Organisation all over the districts under the control of the Branch from a more centrally-situated and commercially important town which Vijayawada actually is in the Andhra State.

The opening function of the new Office at "Duttatreya Vilas", Mirzapur Road Buckinghampet (Vijayawada-2) was held at 9–27 A. M. on Wednesday, the 30th March 1955. Dr. T. V. S. Chalapathirao, Chairman of the Vijayawada Municipal Council declared the new office open and presided over the meeting held in connection with the opening ceremony. Besides several of the leading Agents, Special Agents and Inspectors of the Branch who were present at the meeting, a number of the leading citizens of Vijayawada also graced the occasion with their presence.



The new premises of the Andhra Branch at Vijayawada.

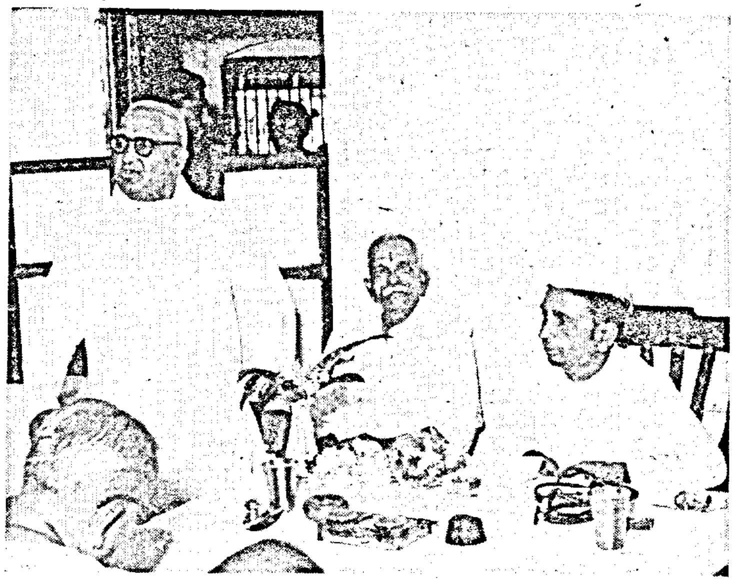
Mr. A. I. Ipe, Agency Manager (East), Madras, while welcoming the guests dwelt upon the efficient management of the affairs of the Company by Dawan Bahadur R. Varadachari, the Administrator, assisted by a team of able Officers headed by the young and energetic Manager, Mr. R. B. Pradhan. The added security

The Vijayawada Branch

Opening Ceremony

Through the Lens

The President, Dr. T. V. S. Chalapathi Rao, acknowledges the greetings of the gathering after being garlanded by the Branch Secretary.



Mr. P. Ramamurthy, B.A. & B.L., Advocate and an old policyholder of the Company in Andhra, speaking at the Opening Ceremony.

Mr. S. Kanakaraju Pantulu, one of the oldest agents of the Company in Andhradesa, speaking at the Inaugural Ceremony.

A view of the Tea-party held after the Inaugural Ceremony.

afforded to the Company's policy-holders on account of the investment by the Administrator of as much as 70% of the Funds in Government Securities, the continuous efforts being made to manage the Company's affairs in the most economical manner possible, the very prompt settlement by the Company of the claims arising by death and maturity, were all brought by the Agency Manager to the pointed attention of the large gathering present at the opening ceremony.

Mr. M. S. Sastry, the Branch Secretary, then read the various messages of good wishes received from Dewan Bahadur R. Varadachari, the Administrator, Mr. R. B. Pradhan, Manager, (both of which are printed separately elsewhere in this issue itself,) and from some of the Branch Offices of the Company.

After the Chairman's opening remarks, Mr. S. Kanakaraju Panthulu, one of the oldest Agents of the Company in Andhradesa and the Editor of the Anglo-Telugu Insurance journal, the *Bheema Patrika*, thanked the Management for shifting the Branch Office from Kakinada to the more central place of Vijayawada. In the course of his interesting and instructive speech Mr. Panthulu explained how to select a good Life Office and pointed out that one of the best tests of a good Life Office was the proportion of its Life Funds to the total sum assured—the more this proportion the better would that Office be—and finally established that according to this latter criterion the "Empire" was second to none amongst the Life Offices in India. Mr. Panthulu further dwelt upon the value of Life assurance and the duties of an Insurance Agent in the matter of rendering service to his policy-holders.

Representing the Andhra Field Force of the Company Mr. Ch. Venkatramiah (Agent at Eluru) and Mr. T. Venkatanarayana (Special Agent at Repalle) then addressed the gathering thanking the management for shifting the Branch Office to Vijayawada which was followed by a speech by Mr. A. S. N. Raju, Inspector at Rajahmundry.

Mr. P. Ramamurty, a leading Advocate of the local Bar, whose policy taken out with the "Empire" had already matured, then made a brief but thought-provoking speech detailing his experience of the fair and prompt dealings of the Company throughout the whole period of his policy which made him to go in for a fresh policy of the "Empire", of course on the life of his son, as he, the speaker, was overaged.

Among the other gentlemen who spoke on the occasion mention must be made of the names of Mr. P Venkatramayya of the "Hindusthan Co-operative" and of Mr. Mallela Sreeramamurty, Editor, the *Vijayawani*, a prominent journal in Andhradesa, both of whom made some valuable suggestions as to how best to improve the insurance industry in the Country with a view to serve the legitimate ends of all the interests concerned.

In declaring the new Office open, the President Dr. T. V. S. Chalapathirao made an interesting speech. Welcoming the

Branch Office and its Staff to the Vijayawada town, he wished the new Office a long, happy and increasingly fruitful existence in this Central City in Andhra. Before concluding his speech, the President expressed the hope that the Management of the "Empire" would consider the possibility of initiating a house-building scheme in Vijayawada.

The Branch Secretary, Mr. Sastry, then proposed a vote of thanks to the President, the Speakers and all those present. He offered special thanks to Mr. S. Kanakaraju Panthulu for his keen interest and active part in the celebrations connected with the opening ceremony of the new premises.

After serving light refreshments to those present, the function came to a close at about 11 A. M. The Branch Secretary, Mr. M. S. Sastry, the Chief Assistant Mr. Y. S. N. Moorty and the members of the Staff were all attention to the guests.

SOME COMMON IMPEDIMENTS OVERCOME

(*Continued from page* 12)

unsuitability at present, here and now? You have no one else to consult with except your wife, who is here listening all the while to our conversation, raising not even one word by way of protest. By the grace of God the problem of money arising therefrom, you can easily solve. Therefore I have to tell you to take time by the forelock because it is better to get insured just now and not need it, than to need it that very day and not have it".

The sharp words of the salesman pierced deep into his heart. Gopal didn't speak anything. He beckoned for the prospectus, looked through the tables. A proposal for a decent amount was completed and the premiums paid then and there. After the completion of the medical test, Ganesh went home with the satisfaction of having won the day.

(By an Agent.)

The first years of man must make provision for the last.

Samuel Johnson.

* * * * *

'Tis easy enough to be pleasant,
When life flows along like a song;
But the man worth while is the
One who will smile
When everything goes dead wrong.

Ella Wheeler Wilcox—Worth while.

Messages

Received on the occasion of the opening of the Vijayawada Branch

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

Empire House
Hornby Road,
Bombay

26th March, 1955

On the occasion of the opening of the Empire of India's new Branch at Vijayawada, I wish to convey my heartiest good wishes and fervent prayers for the complete success of the Branch in every way—both from the point of view of the Company as well as of the insuring public. It is a happy augury for the Branch that it is starting to function at the most propitious time in the history of the New Andhra State, when a new Government commanding the confidence of the vast majority of the people is about to be inaugurated. A company doing life insurance business is entirely different from other companies Its object is not the production of goods or commodities for sale at a profit. It is the *service* motive which is the predominant feature of all Life Offices and particularly of the Empire of India Life Assurance Company. A life insurance company makes a direct contribution to social welfare and it enables the policy-holder to weather the emergencies arising from old age, disability and death. The insurance movement's main object is to encourage thrift and saving to be used against a rainy day by the person who actually insures or by his dependants. There is a very vast field waiting to be tapped and there is, therefore, no necessity to indulge in unfair competition. "Empire" has set its face definitely against any such tactics as its management and field staff are quite aware of the fact that there is room for everybody if only the movement is worked on proper lines. I would take this opportunity of appealing to all our Officers and field workers that they should take this message of thrift and saving not only to urban areas, but to rural areas as well, and ensure that this Branch goes on from success to success. Jai Hind.

(Sd.) R. VARADACHARI,
Administrator.

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

Empire House,
Hornby Road,
Bombay

Among Indian Life Insurance Companies, "Empire" occupies a very important position. Started over 58 years ago, this Company has been well known for its conservative policy and for its service to policy-holders. The conservative policy was itself designed to ensure that policy-holders' interests were secured beyond doubt and recent history has proved the wisdom of that policy. It is not my desire to dwell on the period of stress and strain which the Company had to undergo but I certainly wish to emphasize the fact that had it not been for the very conservative policy followed by the Company in many aspects the interests of the policy holders would not have been as secure as they are today. The Company is now managed by Dewan Bahadur R. Varadachari, Administrator, appointed by the Government of India. Thanks to his expert handling of the situation in the traditionally conservative way, the confidence of the public in the Company is growing every day. Service to the policy-holders continues to be the keynote of the Company's policy.

It was felt that Kakinada was somewhat out of the way for our policy holders from Andhra, and therefore, in order to improve and increase our service to the policy holders the Administrator has decided to shift the Branch office from Kakinada to Vijayawada. The Branch will be starting the work in its new premises with effect from 30th March, 1955. The importance of Vijayawada need not be emphasized and I hope that the Andhra public will take increasing advantage of the now more centrally situated Branch Office of ours in Andhra. I need hardly assure that the Company through its Branch in its new premises, will render more and better service to our policy holders in Andhra and I have full confidence that the people of Andhra will give us more and more opportunities to serve them so that we can effectively redeem our pledge to serve the nation by spreading the message of insurance to as many homes as possible.

I send my heartiest greetings on this auspicious occasion.

(Sd.) R. B. PRADHAN.

ONE OF OUR ALLIES

(By Mr. M. R. Hiramanek)

Ah; that wonderful small apparatus we call a telephone! Has any one praised it? Has any one endeavoured to write a word or two about the great extent to which it helps us, the sweating field workers? It is our constant ally in modern times, helping us to reduce travelling and save time. Well, readers, without boring you further with this high praise for the unique invention, let me give you my personal experience in utilising the help of this magic contrivance.

One fine morning, I set out from my house on my morning rounds. On the way I went into a restaurant for my usual breakfast, as is customary with us the blessed bachelors (although married to our selling line). There I met Mr. X sitting on a table opposite to me reading the *Times of India* being particularly engrossed in reading the report of test match between the India XI and England's XI. I kept on watching him, saying to myself, "This gentleman is greatly interested in Cricket." As I also love this game so much and am one of my firm's Eleven, it was not difficult for me to enter into intimate conversation with him. As soon as Mr. X had finished reading the paper, which of course was the hotel property, I asked for the paper to ascertain the cricket commentator's views on the previous day's play. I had of course read the *Free Press Journal* in the meanwhile and was well up with the facts. But hardly had I read a few lines, Mr. X in his enthusiasm started shooting his questions at me regarding the match. This was what I was looking for. After a lively conversation we introduced ourselves to each other. I gave my name and my profession as a Life Agent, I am sure Mr. X frowned on hearing my profession. However, with my usual witticisms (which every agent must have to be a success) I kept up his interest in the conversation and gradually steered the talk to subjects which could give me a better knowledge of my new acquaintance. In other words, it was a survey to ascertain whether he will be a good prospect or not.

Facts disclosed showed that Mr. X was having a good job in a British Bank, was uninsured and had no saving programme. He must have been about 28 years of age. I asked him for his telephone number which he gave. I could surmise that he had been in the services of the Bank for about eight years. I calculated in my mind his income at about Rs. 200 per month or so, knowing fully well the grades and scales of pay of the Foreign Banks. The street corner or hotel is not a fit place to discuss insurance, least of all to make the first approach. I had also taken a good bit of his time. So we parted for the time being and went in our respective directions. I decided to meet him as soon as possible as I was sure he would welcome me whenever I went to him. Three days

went by when I began feeling a little uncomfortable at the thought that he may lose interest in me due to lapse of time. Still inertia, that great enemy of all agents, was preventing me from making up my mind as to when to see him.

While I was engrossed in these thoughts my sight fell on the apparatus we call our ally, the telephone. On sudden impulse I rang him up and found his voice pleasant and friendly. I therefore made bold to inform him that I was preparing a good plan for his future provision, and that I would need some information about himself to perfect it. I proceeded to ask him questions, such as "what's your date of Birth", "how much do you save per month?" etc. Believe me I was really filling up the proposal form without his knowledge and I did fill up almost all the questions including his age nearer birthday. Then I asked him for an appointment to meet him and we decided that I would see him at his residence that evening. When at the appointed time I went to him, I found he was really waiting for me to know what the plan I had prepared for him was. After a few interesting jokes to put him in a good humour, I placed the proposal form awaiting only his signature. He was startled at this but then he agreed to go in for the assurance without much argument. I got him examined immediately and thus with the help of this wonderful apparatus I closed my business silently and quickly, blessing the inventor of this small machine. This is not the only instance in which the telephone has worked as my great ally. But this is the most outstanding example in my experience of the telephone helping to finalise a sale. To complete a proposal by asking questions on the telephone seems somewhat odd. But this experience goes to prove that to a salesman who is enthusiastic about his work, a sale can sometimes be closed in wonderful and un-orthodox ways. A prospect likes to oblige a sincere and enthusiastic salesman. The final "Yes" need not necessarily be the result of an argument in which the salesman succeeds in convincing the prospect in a logical manner the worthwhileness in purchasing a policy.

Therefore my advice to my fellow-workers in the field is that for success in our work we must meet people, several of them every day personally whenever and wherever possible, or at least contact them over the phone or by letters. In this article I have given the true story of how the medium of the telephone had been used by me recently in closing a good sale.

The instinct of ownership is fundamental in man's nature.

William James.

* * * * *

I recommend you to take care of the minutes, for the hours will take care of themselves.

Chesterfield.

LETTERS OF APPRECIATION

NAGLAKALAL BULAND SHAHR,
6th June, 1955.

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

Re :—Claim under Policy No. 534213 of my deceased husband, Shri G. S. Yadav.

Dear Sir,

I have to thank you very much for the Bank Draft No. C Y 53488 on Imperial Bank of India, Buland Shahr for Rs. 8,185-10/- handed to me at my door.

I would like to put on record my most sincere appreciation and admiration for the promptness shown by the Empire of India life Assurance Co., Ltd. under your kind control in the settlement of the above early death claim which has unfortunately arisen in two years only.

I think it would not be exaggerating if I say that no company would have settled such an early death claim so soon as the " Empire " has done.

I must thank Shri H. C. Charaipotra—the Branch Secretary, Moradabad and Mr. R. R. Sharma, senior Inspector, Aligarh under whose jurisdiction Buland Shahr lies who took keen and personal interest at great inconveniences and helped me to get the claim amount in a very short time which is most befitting to persons of their respective positions and I wish all insurance companies to copy such a noble example.

Being deeply impressed by the sincere help and assistance received by me, I am prompted to give my personal proposal for Rs. 10,000/- on the very first visit of Shri R. R. Sharma to my village and have assured him that all insurances of my family would always go to the ' Empire ' and nowhere else.

Thanking you,

Yours faithfully,
(Signed) Khazano Devi,
widow of Late
Shri Ganeshi Singh Yadav.
Village Naglakola, Ismailpur, P.O.
(Buland Shahr).

From
Mrs. Aforse Begum,
W/o late Mr. K. B. Mohamed Janu,
C/o Abdul Azeez, Esq.,
13/76, Okkiliar Street,
Coimbatore.

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

Dear Sir,

Re :—Policy No. 350425—on the life of my late husband Mr. K. B. Mohamed Janu.

I acknowledge with grateful thanks the payment of Rs. 1,016/- made in cash to me this day through your Coimbatore Branch in settlement of the claim under the above policy on the life of my late husband. The policy itself was under the non-Medical scheme and the claim, as ill luck would have it, arose almost about a year from the commencement. It is indeed very generous and magnanimous on the part of the Company to have settled my claim as expeditiously as possible without raising any vexatious or irrelevant pinpricks to evade payment. The Company has thereby sufficiently justified the principles for which Life Assurance stands for, especially for bereaved family like mine. I wish the Company and its management every prosperity.

I would like to mention also my appreciation of the courtesy and guidance extended to me by your Coimbatore Branch through whom the claim was promptly settled.

Thanking you once again,

Yours faithfully,
(Signed) Aforse Begum.

P. S :—You are at perfect liberty to make use of this letter of mine for purposes of publication if you deem it necessary.

Coimbatore,
28th May 1955.

* * * * * *

P. N. Chatterjee,
Ekra Khas Colliery,
Bansjora P. O. (Manbum).
The 10th May 1955.

M/s. Empire of India Life Assurance Co. Ltd.,
214, Hornby Road, Bombay 1.

Dear Sirs,

Mtd. Policy No. 137468—Own life.

I beg to acknowledge receipt of draft No. CY. 54964 of 27—4—1955 for Rs. 1091-10/- sent per your letter No. Nil dated 30th April 1955. For your information I may add here that the draft has been cashed and the money received from the Imperial Bank of India, Dhanbad. I thank you very much for the quick settlement of my dues.

Yours truly,
(Signed) P. N. CHATTERJI.

* * * * *

S. Raghavachari,
33, V. S. Mudali St.,
Saidapet.
18—4—1955.

Sir,

I thank you most sincerely for your kind help in the settlement of my matured Pol. claim.

In my opinion, The Empire of India Life Assurance Company " is second to none in the matter of prompt payment of claims not to speak of Correspondences."

May your Company grow from strength to strength in the coming years. In the letter from your Head office it is stated that the payment is in full settlement of the claim and no mention is made about the Bonus.

Please let me know the amount of the last Bonus as soon as it is declared. Kindly let me know as to when will the results of the valuation be published.

Please convey my thanks to your Head Office also.

Yours faithfully,
(Signed) S. RAGHAVACHARI,
18—4—1955.

* * * * *

Amiruddaula Islamia Inter College.
Lucknow.
2—5—1955.

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

Dear Sir,

With reference to your H. O. letter No. Nil dated 19—4—1955, I wish to acknowledge with thanks the receipt of Bank Draft No. CY. 54214 dated 15—4—1955 for Rs. 1,223-6/- only in full settlement of my Policy No. 190704.

Further, I beg to thank you for your personal help and co-operation in getting my claim settled so early and also in the encashment of the Bank Draft.

Thanking you again,

Yours faithfully,
(Signed) S. MURTAZA HUSAIN MOSASI.

* * * * *

26th March, 1955.

From
Mrs. S. Nagammal,
W/o Late K. R. Thiagaraja Iyer,
C/o Mrs. G. Nagalakshmiammal,
Sannathi Street,
Peralam. (P. O.)
Tanjore District. S. Ry.

To
EMPIRE OF INDIA LIFE ASSURANCE COMPANY LIMITED,
Empire House,
214, D. Naoroji Road, (Erstwhile Hornby Road)
Post Box. No. 1460,
Bombay 1.

Dear Sirs,

Ref: Policy No. 108086: K.R.T. Iyer (Decd.)

I confirm of having received the draft No. CY. 52272 dated 11—3—1955 and the encls. sent on 15th instant under registered post, in my favour on the Imperial Bank of India, payable at Kumbakonam (Tanjore District) for Rs. 1,676-12-0 (Rupees one thousand six hundred and seventy six and annas twelve only), in full settlement of the claim on the above policy held by my late husband.

I must thank you and your Madras Office for the special efforts and interest taken in settling the claim very promptly in my favour and also effecting the payment as required. It only shows the efficiency in which service is being rendered by your leading life office.

Thanking you once again for all the co-operation and troubles,

Yours faithfully,
(Signed) S. NAGAMMAL,

* * * * *

986, Shivaji Street,
Karol Bagh, New Delhi.
11—2—1955.

To
The Manager,
EMPIRE OF INDIA LIFE ASSURANCE COMPANY LTD., BOMBAY.

Dear Sir,

Reg:—Matured Policy No. 231420—Own Life.

I must express sincere gratitude for real promptness with which claim under the above policy has been released. I could not expect anything better! I had despatched my policy duly discharged on the 5th current. And I received your cheque on the 10th! And both the letters were Regd. Ack. D! Please accept my congratulations for this type of efficiency. I wish the "Empire" all the good luck.

Yours faithfully,

(Signed) BHIM ZAIN SABBARWAL.

* * * * *

T. Sadarangani,
Planning Officer.

Ministry of Transport (Roads wing)
Jamnagar House,
Shahjehan Road, New Delhi-2.
1st February, 1945.

To

The Manager,
EMPIRE OF INDIA LIFE ASSURANCE Co. LTD.,
Empire House, 214, D. Naoroji Road,
Bombay-1.

Dear Sir,

Sub:—Claim with respect to Policy Nos. 160491, 186629 & 237110 S. D. Mirchandani (Decd).

I acknowledge the receipt of your letter dated the 25th January 1955, enclosing therein a cheque for Rs. 8,434/1/-.

I very much appreciate your promptness in settling my claim, for which I thank you.

Yours faithfully,

(Signed) MRS. R. S. MIRCHANDANI.

* * * * *

From

S. Raghavaiah, H.m. (on leave)
paid up (Policy No. 99745)
Board Mixed School,
Mypand (P.C.) Nellore Dt.

To

The Manager,
EMPIRE OF INDIA LIFE ASSURANCE Co., LTD.,
214, D. Naoroji Road.
P. Box No. 1460
Bombay.

Dear Sir,

Thanks to your kindness in sending me the draft for Rs. 973-12-0, on the Imperial Bank of India, Nellore which has been duly received by me.

I feel extremely glad for your company's policy in clearing off the claims then and there soon after the maturity of the policy. I wish to make propaganda as to the genuineness of your company's dealings. May God bless your company to flourish as rapid as your dealings......

......I once more thank you for your ready settling the claims soon after maturity of the policies. I hope to take another policy if God blesses.

Yours truly,

(Signed) S. RAGHAVAIAH,
Policy Holder No. 99745
(Paid up Policy).

* * * * *

NEWSY NOTES

The Empire Life Club Coimbatore

Under the Presidentship of Dewan Bahadur R. Varadachari, Administrator, The Empire of India Life Assurance Company Ltd., Bombay, the local Empire Life Club celebrated its Fourth Anniversary at the Geetha Hall on 7-6-55. The function was attended by the elite of the town including a large number of Agents, Medical Examiners, Organising Officials and the staff of the Coimbatore Branch of the Company.

The occasion was availed of to give away the prizes to the winners in the 1954 New Business Competition conducted by the Club. Mr. K. P. Kamath of Mangalore was adjudged the winner of the Championship prize. Besides, there were 4 Unit prize winners in the Trivandrum, Ernakulam, Nilgiris and Coimbatore-Salem Units. All the five winners were awarded a Gold Medal each.

While congratulating the prize winners for their success and expressing his hope that the Club will function actively in future too, the Administrator, in a thought-provoking speech, referred to the rate-war that was going on in the Indian Insurance world last year and assured all those concerned that the position of the "Empire" was quite good and sound and he exhorted the field force to work very hard and produce still better results for the Coimbatore Branch this year.

Sjt. L. N. Purswaney, Inspector-in-charge, Ajmer Branch

Mr. L. N. Purswaney hitherto Inspector under the Ahamedabad Branch of the Company has been posted as the Inspector-in-charge of the Ajmer Branch. He is reported to have taken up his new assignment with effect from 14-5-1955. Mr. Purswaney was relieved from Ahmedabad in the evening of the 13th idem and a hearty send-off was given him by the staff of the Ahmedabad Branch which occasion was graced by the presence of the Medical Examiners also. We wish Mr. Purswaney all success in his new assignment.

EXTRACT FROM ASSETS AS AT 31—12—1953

			Face Value.	Book Value. 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	93,70,934
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 New India Printers, No. 1, S. S. Saheb Street, Madras-29.

RETIREMENT INCOME PLAN

(TABLE XXI)

Under this scheme, a person can secure a pension commencing at age 55 by the payment of annual premiums till the attainment of such age. The pension is guaranteed for 20 years certain and is payable thereafter as long as the assured lives.

In the event of the assured's death before attaining age 55, his legal representatives will be entitled to the following benefits:—

(a) An immediate Cash Payment equal to the total monthly Pension payable for 10 years; and

(b) Payment of half the monthly Pension amount every month for 20 years certain commencing from the death of the assured.

After premiums have been paid for at least 2 years, should the premiums be discontinued, the policy may be surrendered or made Paid-up for a reduced amount bearing the same proportion to the Pension payable under the policy as the number of premiums paid bears to the total number of premiums payable till the attainment of age 55 provided the reduced amount of Pension so secured is not less than Rs. 25 per annum. In the latter case, the benefits payable on death before the attainment of the Pension age would be similarly reduced proportionately.

If so desired, the Pension may be made to commence at age 60 instead of 55. The terms on which this can be done and also the rates applicable to female lives can be ascertained upon application.

WITHOUT PROFITS.

Annual Premium payable upto age 55 or to previous Death to secure the following benefits:—

1. On the Assured surviving to age 55:

A Pension of Rs. 10 per month, guaranteed for 20 years certain and payable thereafter for life, with proportionate payment to the date of Death.

or

2. At Assured's Death before age 55:

(a) A Cash Payment of Rs. 1,200; and

(b) A Guaranteed Income of Rs. 5 per month payable for 20 years certain commencing from the Assured's Death.

Age nearer Birthday at Entry.	Annual Premium.	Age nearer Birthday at Entry.	Annual Premium.
Years.	Rs. a.	Years.	Rs. a.
20	59 14	33	100 7
21	61 13	34	105 12
22	63 15	35	111 10
23	66 4	36	118 2
24	68 10	37	125 5
25	71 2	38	133 6
26	73 13	39	142 7
27	76 11	40	152 8
28	79 14	41	164 1
29	83 6	42	177 7
30	87 3	43	193 2
31	91 5	44	211 7
32	95 11	45	232 15