

Government of India  
Ministry of Finance  
Department of Financial Services  
Lok Sabha  
Unstarred Question No. 1672

Friday, July 27, 2018/Shravana 5, 1940 (Saka)

**Norms for IMFs**

1672. SHRI C. MAHENDRAN:

Will the Minister of FINANCE  
be pleased to state:

- (a) whether the Government is reviewing the norms related to Insurance Marketing Firms (IMF) with an aim to increase insurance penetration in the country and if so, the details thereof; and
- (b) whether the Government has taken any measures for strengthening distribution channel of IMFs by taking up the products which fall under jurisdiction of other financial sector regulators and if so, the details thereof?

Answer  
Minister of State in the Ministry of Finance  
(Shri Shiv Pratap Shukla)

(a) and (b): The distribution channel of Insurance Marketing Firms (IMFs) was introduced by Insurance Regulatory and Development Authority of India (IRDAI) through the Insurance Regulatory and Development Authority of India (Registration of Insurance Marketing Firm) Regulations, 2015, with the objective of increasing insurance penetration in the country through an area-wise registration approach.

IRDAI has constituted a Committee to review the above said Regulations in order to fulfil the objective of spreading insurance coverage to all stratum of the society and to enable the distribution channel of IMFs to evolve further and strengthen by taking up the products which fall under the jurisdiction of other financial sector regulators, including creating avenues for discussions with the other regulators.