



SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN INSURANCE DIVISION

Ref: ID/PRD/PROD/CIR/01

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Circular No. 3 of 2012

Subject: Product Publicity Information

It has been observed that some life insurance companies in the publicity ads given in the newspapers, websites, posters, leaflets etc., regarding their products, mention the name of SECP and its logo in the advertisement content.

The managements of all life insurance companies are hereby advised to refrain from using the name and logo of SECP in their publicity ads for their insurance products.


(Tariq Hussain)
Director

Distribution:

Chief Executives, all Life Insurance companies
Chief Executives, all Family Takaful Operators
President, Pakistan Society of Actuaries