



A Relationship For Life™

Ceylinco Life's Customer Charter

Promise for Life

Purpose

The primary purpose of this Customer Charter is to foster greater trust and confidence among our policyholders by introducing best practices aimed at improving service delivery, enhancing customer satisfaction, and promoting transparent and ethical behaviour.

This Charter is also compliant with the requirements of IRCSL Direction No. 02 of 2025: Direction on Improving the Confidence Level of Policyholders.

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Section 1: Accessibility of Insurance Services

1.1 Insurance Accessibility and Customer Engagement

Ceylinco Life shall take reasonable measures to ensure that life insurance products and related services are accessible and available to all customers through both physical and digital channels. These include:

- Offering information and services through branch offices, the company website, mobile applications, contact centres, and other authorized digital platforms.
- Allowing customers to submit feedback, complaints, or suggestions using the channels specified in Section 6 of this Charter.
- In the event of a change in the designated servicing agent, the company will inform affected policyholders in a timely and appropriate manner.

1.2 Customer Feedback and Complaints

- Customers may submit feedback, complaints, or suggestions using officially designated contact methods, including but not limited to branch offices, email, phone, website contact forms, and postal correspondence.
- The company will conduct periodic feedback initiatives, including surveys and engagement campaigns, to assess and improve service delivery in line with customer expectations.

Section 2: Customer Understanding and Suitability of Products

2.1 Product Suitability and Staff Competency

- Ceylinco Life shall ensure that its employees and authorized agents are properly trained and conduct themselves in an ethical and professional manner. Measures include:
- Mandatory training on life insurance products, policy issuance processes, claims handling, service protocols, compliance, and control procedures.
- Frontline staff and agents are required to assess and understand the customer's financial and personal profile in order to recommend suitable products.
- Customers' personal data will be collected, processed, and retained in compliance with the Personal Data Protection Act No. 9 of 2022. For more information, refer to our Privacy Policy.



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Section 3: Timely, Transparent, and Efficient Service Delivery

3.1 Service Standards and Timelines

Ceylinco Life is committed to providing timely and efficient customer service. The following standard timelines apply upon receipt of all required documentation:

No	Policy Servicing Benchmarks	No of days
Individual		
1.	Issuance of policy document after proposal acceptance (policy booklet to be received by customer). Note: 3 working days would be added for reinsurance/medical review if applicable.	7 working days*
2.	Refund of premium after cancellation during the cooling-off period (less medical expenses, if incurred).	3 working days
3.	Payment of surrender value after receipt of all the required documents.	4 working days ¹
4.	Claim intimation to settlement of the claim (indicate as per the relevant regulations on Claims Management).	
	4.a. Acknowledge claim notification and issue requirements. (<i>indicate as per the IRCSL Guidelines on Complaint Handling</i>).	1 working day
	b. Settlement of Claim with investigation requirement subject to receipt of all documents.	14 working days ²
	c. Settlement of Claim without investigation requirement subject to receipt of all documents.	4 working days ²
	d. Notification of rejection/repudiation with reasons.	2 working days from the decision.
	e. Any other (please specify) Appeal or review of claim decisions and etc..	14 working days
5.	Acknowledgement of complaint/ grievance and resolution of the complaint/ grievance (indicate as per the IRCSL Guidelines on Complaint Handling).	
	e.g.: a. Acknowledgement of complaint/ grievance	

¹ An exception to the above may be made if there are substantial grounds indicating that reviving the policy or retaining it as a paid-up policy would be more beneficial to the customer.

² Exceptions to this will include situations where the beneficiary is out of the country, is suspected of involvement in the policyholder's death, where no beneficiary has been named, or where the Company is required to await a court ruling or similar legal proceedings.



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	<ul style="list-style-type: none"> Email, head office and contact center- Same day Viber, WhatsApp and Customer App - Next working day Branch premises - 2 working days 	2 working days
	b. Recording the complaint/ grievance Same as above	2 working days
	c. Resolution of the complaint/ grievance <i>* Complex scenarios</i>	14 working days *
	d. Any other (please specify)	
6.	Other policy servicing standards	
	a. Effecting changes relating to address/beneficiaries/nominees/ assignees in the policies after notification /request by the policyholder and carrying out verification. <ul style="list-style-type: none"> Internal system changes and fulfillment of the request - 3days Printing and posting of endorsements - 2 working days 	5 working days
	b. Effecting revival/alteration/issue of duplicate policy on receipt of all required documents and after carrying out verification. <ul style="list-style-type: none"> Internal system changes and fulfillment of the request - 3days Printing and posting of endorsements - 2 working days 	5 working days
	c. Financial Alterations (Cover Addition / Cover Deletion / Member Inclusion etc..) after receiving all the requirements and carrying out verification. Internal system changes and fulfillment of the request - 3days Printing and posting of endorsements - 2 working days	5 working days
	d. Non-Financial Alteration (Surrender Value Certificate / Visa Letters and etc. after receiving request and carrying out verification. <ul style="list-style-type: none"> Branch receiving and sending to HO - 1 working day Issuing letter - 1 working day 	2 working days
	d. Any other (please specify) <ul style="list-style-type: none"> Special inquiry regarding maturity Account balance clarifications Maturity clarifications Overseas customer requests and issues 	7 working days
	<ul style="list-style-type: none"> Activating recurrent payment methods registered with Ceylinco Life 	1 working day



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	<ul style="list-style-type: none"> Amendments or termination of the recurrent payment methods registered with Ceylinco Life 	
	<ul style="list-style-type: none"> Refund of recurrent premium payments registered with Ceylinco Life 	14 working days
	<ul style="list-style-type: none"> Policy loan Maturity/advance payment fund transfers (*Subject to receiving all documents) 	3 working days

No	Policy Servicing Benchmarks	No of days
Decreasing Term Assurance		
1.	Quotation issuance	30 mins
2	<u>Policy confirmation/ Issuance</u>	
2.1	Jet Proposal via DTA-fast system	Immediately
2.2	Jet proposal with data gathering sheet	30 mins
2.3	Non-Medical proposal	02 hrs
2.4	Medical proposal	01 working day
2.5	Medical proposal - RI limit	03 working days
2.6	Policy Issuance	Daily basis upon receipt of premiums to CLIL
3	<u>Servicing</u>	
3.1	Refunds/ cancellations	05 working days
3.2	Endorsements	01 working day
3.3	Reschedulements / other servicing	03 working days
3.4	Any client inquiry	02 working days
4	Claim settlements	03 working days

No	Policy Servicing Benchmarks	No of days
Corporate Customers		
1	<u>Quotation Issuance</u>	
1.1	Detailed Quote Issuance - Standard	3 hrs
1.2	Detailed Quotations - Special quote	



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	- with multiple options	5 hours *Will vary if Multiple policies in group
	- with management approval	1-2 working days
	- with actuarial referral	3 working days
	- with reinsurer referral	5 working days
2	NB Policy issuance (with master contract)	3 working days after policy issuance
3	Inclusions & deletions	3 working days
4	<u>GT member Underwriting</u>	
4.1	Non-Medical	02 working days
4.2	Medical	03 working days
4.3	Medical with RI referral	05 working days
5	Refunds/ cancellations	05 working days
6	<u>Policy Renewals</u>	
6.1	GT renewal notices to be sent 60 days prior to the renewal date	60 days prior to renewal date
6.2	Group Term renewal letter to be sent as follow, 1) First letter on the day of the renewal 2) 2nd letter to be sent 15 days before the policy lapse date 3) 3rd letter to be sent on the lapse date informing that policy is inactive	
6.3	Renewal quote with revised Database	1 working day *Will vary if Multiple policies in group
6.4	Renewal quote - special requests	
	- with management approval	1-2 working days
	- with actuarial referral	3 working days
	- with reinsurer referral	5 working days
6.5	Policy Renewal - system	01 working day
6.6	Renewal acknowledgements	Within a week after renewal confirmation
7	Claim settlements	03 working days

- ** information & transferring of premium to GLIS



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- **Walk-in Customers:**

- Maximum waiting time is 10 minutes.
- Priority service is offered to senior citizens, pregnant mothers, and customers with special needs.

- **Contact Centre:**

- Customers can request to converse in their preferred language.
- Inquiries made via digital channels (e.g. social media, app, website) will be responded to within 48 working hours.

3.2 Policy Servicing and Documentation

- All policyholder complaints shall be formally acknowledged, investigated, and resolutions will be communicated in writing.
- Customers will be reminded to disclose changes in risk factors at the time of policy changes or reinstatements.
- Periodic internal audits shall be conducted to ensure regulatory compliance and customer service standards are met.
- The following servicing fees will be applicable for policy servicing and other customer requests,

Fee Category	Description	Charges
Individual		
Policy Fee	Life /CRA/Investment Pradeepa	Rs.500.00 Rs.300.00
Letter Types	Name / Address Change Endorsement Premium Confirmation (Policyholder)	Rs.300.00
	Visa and Letters to Inland Revenue Department Surrender value confirmation	Rs.400.00
	Premium Confirmation (Third party- bank and Financial Institutions)	Rs.1,500.00
Policy Loan		Rs.400.00
Duplicate Policy Document		Rs.300.00
Servicing – Policy Changes	Premiums paid less than 05 years for the policy Assignment/Re assignment	Rs.300.00
	Change of Beneficiary	



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	Special Revival	
	Benefit Reduction / Removal	
	Premium Paying Mode Change	
	Benefit increase / Inclusion	
	Plan Change	
	<i>Premiums paid more than 05 years for the policy</i>	Free of Charge

Fee Category	Description	Charges
Decreasing Term Endowment and Corporate		
Policy Fee	Decreasing Term Assurance	Rs.300.00
	Corporate Policies - Life	Free of Charge
	Corporate Policies - Pension	Free of Charge
Duplicate Policy Document	Above all policy type	Free of Charge - E-policy will be issued
Endorsements	Name Change Term or Interest Change / Bank or Branch Change (On request hard copies will be sent - free of charge)	Free of Charge - E-endorsement will be issued
	Decreasing Term Assurance - Payment Confirmation - On Request	



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3.3 Transparency of Information

The following information will be readily accessible to all policyholders:

- Product summaries, disclosure statements, terms and conditions, and exclusions shall accompany policy documents.
- Fees applicable for policy servicing and changes will be displayed as part of the customer charter on the Company's official website: www.ceylincolife.com.
- Premium allocation charges and other charges for fund-based policies are published in the policy booklet and schedule.
- Revival and policy loan interest rates may be obtained by contacting the call centre at **011 2461 461** or visiting a branch.
- A **21-day free look period** from the date of the policy receipt allows customers to cancel the policy without penalty.
- An onboarding call will be conducted within 30 days of policy issuance to provide guidance on product features, premium payment methods, and customer support.
- All customer communications (letters and phone calls) will be recorded and processed in compliance with the Personal Data Protection Act No. 9 of 2022.

3.4 Enquiry and Complaint Resolution

- Customer enquiries and complaints will be acknowledged and responded to using the most appropriate method (SMS, email, post, etc.).
- For complex cases requiring further investigation, estimated timelines and regular updates will be provided.



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3.5 Complaint Handling Framework

Ceylinco Life follows a structured complaint management procedure in accordance with regulatory requirements:

- Complaints may be submitted through any customer service channel.
- Upon receipt, all complaints will be acknowledged, and necessary information will be obtained for investigation.
- A final resolution will be communicated within **14 working days** as mentioned in section 3 3.1. (5).
- If additional time is required, the customer will be informed every **14 working days**, and thereafter, every **30 working days** until resolution.

If the complainant is dissatisfied with the outcome, the matter may be escalated to the **Managing Director / Chief Executive Officer**.

- If unresolved, the complainant may refer the matter to:
 1. **Insurance Ombudsman**
 2. **Insurance Regulatory Commission of Sri Lanka (IRCSL)**
 3. **Competent courts of law**

[Refer to official contact details in Section 6.]

Section 4: Claims Management and Dispute Resolution

4.1 Claims Settlement Timelines

Ceylinco Life is committed to the fair and prompt settlement of claims. The company shall:

- Claims will be processed and settled within the timelines prescribed under applicable law and internal guidelines, depending on claim type and completeness of documentation.
- Notify claimants in the event of missing or insufficient documentation.
- If further investigation is warranted, the Company reserves the right to conduct inquiries to validate the claim.



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- In the event of catastrophes or pandemics, updates on the claim status will be provided every **20 working days**.

4.2 Claims Appeals and Dispute Resolution

- If a claim is declined or partially settled and the customer is dissatisfied, an appeal may be submitted in writing (with supporting documentation) via email, post, or through a Ceylinco Life branch.
- Customers may escalate the matter **as per Section 3.5**.
- Contact details of external dispute resolution bodies are provided in Section 6.

Section 5: Customer Obligations

To facilitate proper policy administration and to comply with contractual obligations, policyholders are required to:

- Disclose complete and accurate information regarding health, occupation, and financial status at the proposal stage.
- Undergo any medical examinations required by the underwriting process.
- Notify the company of any health status changes at the time of policy reinstatement.
- Submit original, unaltered documents when filing claims.
- Use only the following official payment methods, in order of preference:
 - Credit/debit cards or bank standing orders
 - Online banking platforms and mobile apps
 - Ceylinco Life branches
 - Cargills Food City outlets (island-wide)
 - Singer showrooms
 - Sri Lanka post offices
- Avoid making payments to unauthorized third parties.
- Refrain from handing renewal premiums to sales or customer retention officers.
- Retain official receipts (physical, SMS, or electronic) for all premium payments.



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- Notify the company promptly of changes to contact details (e.g. address, phone number, email).
- Cooperate with the verification process (tele-underwriting) via phone or video during policy servicing or underwriting.
- Provide valid bank account information to ensure timely processing of claims and other payments.

Section 6: Contact Information & Dispute Resolution Bodies

6.1. Customer Contact Channels:

- **Phone:** 011 2461 461
- **Website:** www.ceylincolife.com
- **Email:** Individual Policies - care@ceylife.lk

Corporate : groupins@ceylife.lk / grouplife@ceylife.lk / care@ceylife.lk

- **Mobile App:** *Ceylife Digital App*
- **Branches:** Visit any Ceylinco Life branch nationwide
- **WhatsApp / Viber :** 0775776556
- **By Post :** No 106 Havelock Road, Colombo 05.

6.2. The Complaints can be addressed to initially

Name	Samitha Hemachandra
Designation	Director / Chief Operating Officer
Address	Ceylinco Life Tower , No 106 Havelock Road, Colombo 05.
Direct Line	011 2461 461
Email	samithah@ceylife.lk



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Customers can appeal to the Managing Director / Chief Executive Officer if they are not satisfied with the initial resolution

Name	Mr. Thushara Ranasinghe
Designation	Managing Director / Chief Executive Officer
Address	Ceylinco Life Tower , No 106 Havelock Road, Colombo 05.
Direct Phone line	011 2461205
Email	thushara@ceylife.lk

6.3.External Dispute Resolution Contacts:

Insurance Ombudsman - Sri Lanka

The Sri Lanka Insurance Ombudsman
No 1, Bethesda Place, Colombo 05,
Sri Lanka.
Tel : 011 4528671 / 011 2505542
Email : info@insuranceombudsman.lk

Insurance Regulatory Commission of Sri Lanka (IRCSL)

Director Investigations
Insurance Regulatory Commission of Sri Lanka
Level 11 East Tower, World Trade Center, Colombo 01
Tel : 011 2396184-9 / 011 2335167
Email : investigation@ircsl.gov.lk / info@ircsl.gov.lk
Website: www.ircsl.gov.lk