



THE UNITED REPUBLIC OF TANZANIA
TANZANIA INSURANCE REGULATORY
AUTHORITY



On reply please refer:

Ref. No. DA. 112/428/02/17

20th June 2023

To: All Insurance Agents.

**RE: IMPLEMENTATION OF THE SET-UP OF STANDARD SIGNBOARDS IN
ALL REGISTERED INSURANCE AGENT'S OFFICES.**

Reference is made to the above-captioned heading, the meeting between the Commissioner of Insurance with ATI and IAAT held on 04th April 2023 and the IAAT letter dated 12th May 2023 with Ref. No: IAAT/GC/045/23.

2. The Tanzania Insurance Regulatory Authority has initiated the need to adopt a standardized signboard for all insurance agencies across the nation. It is further intended that these standardized signboards shall provide or become one of the tools essential to the preservation and enhancement of the customer's protection and provision of the insurance quality of services, thereby protecting an important aspect of the economy of the county which is instrumental in attracting and increasing penetration of insurance services to the public or even advertisement purposes.

3. In consistency with the above, the Tanzania Insurance Regulatory Authority (TIRA) in collaboration with IAAT Council has conducted an Insurance Market Intelligence to all registered insurance agencies in Tanzania for the purpose of establishing the standard signboard to be used by all Insurance agencies across Tanzania mainland and Zanzibar Island. The survey explores that, the standard signboard will give a wider visibility and uniformity for all insurance agencies that will indicate their specific address, location, and their authenticity given by the Authority.

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Southern Highlands Zone

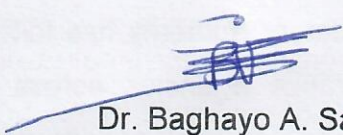
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4. Therefore, all registered insurance agencies in collaboration with their principal insurers are required to start implementing the set-up of the standard signboard in each agency office based on the specifications and format or sample provided by the Authority herewith. The implementation should start by **1st July 2023**. ***See Attachment 1.***

5. Furthermore, the Authority is expecting that all registered Insurance agencies shall implement the said standard signboard to avoid unnecessary regulatory measures for non-compliance to the same.

6. You may need more clarification, please contact Mr. Pastory Mabonesho, Mobile number **0734 599 895**, email; pastory.mabonesho@tira.go.tz

7. Please be guided accordingly.



Dr. Baghayo A. Saqware

COMMISSIONER OF INSURANCE

Copy:

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DAR ES SALAAM.

Attachment: 1

Sample of the standard signboard and required specifications that will be used by all registered insurance agencies during implementation.

1:1 The standard signboard is required to involve the following specifications/content:

- [i] The name “**WAKALA WA BIMA**”;
- [ii] The name of the agent as registered by TIRA;
- [iii] Email and phone number of the agent;
- [iv] Name of the principal insurer/ insurers;
- [v] Name and logo of the regulator (TIRA);
- [vi] TIRA support number;
- [vii] Logo of the principal insurer (optional);
- [viii] Recommended size of the signboard is either 90cm – 45cm, 150cm – 50cm, or 200cm – 50cm;
- [ix] Recommended color is blue; and
- [x] QR code (that will include all information of the agent).

1:2 Sample of the standard signboard:

90 cm

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WAKALA WA ZANZIBAR INSURANCE CORPORATION

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45 cm