



BANGKO SENTRAL NG PILIPINAS

OFFICE OF THE DEPUTY GOVERNOR
SUPERVISION AND EXAMINATION SECTOR

MEMORANDUM NO. M-2011- 027

To : **ALL THRIFT, RURAL AND COOPERATIVE BANKS**

Subject : **Guidance for the Implementation of Circular 683 on the Marketing, Sale and Servicing of Microinsurance Products**

For the purpose of implementing Circular 683 (dated 23 February 2010) on the presentation, marketing, sale and servicing of microinsurance products, in conjunction with Insurance Commission Circular 1-2010 (29 January 2010), microfinance clients are defined as follows:

1. Individuals with a microfinance loan or microcredit as defined in the Notes on Microfinance contained in Circular 694 (14 October 2010), or
2. Individuals with a microfinance savings deposit account or microdeposit as defined in the Notes on Microfinance contained in Circular 694 (14 October 2010), or
3. Other existing bank clients who are classified by the bank as poor or low-income.¹

For information and guidance.


NESTOR A. ESPENILLA, JR.
Deputy Governor

25 May 2011

¹ Poor or low-income clients are those with annual family income below the national average based on the latest available National Statistics Office (NSO) Family Income and Expenditures Survey (FIES). The 2009 national average annual family income is PhP 206,000.