

## **CRITERIA FOR EMPANELMENT OF ADVERTISING and PR AGENCIES**

Life Insurance Corporation of India proposes to empanel professional advertising agencies to handle their Public Relations & Publicity related jobs the criteria for which is :

- 1) Should have accreditation with INS/IBF, All India Radio and Doordarshan, TAM & ADEX.
- 2) Should have experience preferably for 5 years in the field of Public Relations & Publicity.
- 3) Should have exposure and experience of at least 2 years in handling media related jobs for renowned public sector undertakings/units having all India business/centres. In case of digital/internet/sms/e-mails etc. communications, the agency should be in operation for a minimum of 2-3 years.
- 4) Should have full-fledged office in Mumbai. Preference will be given to those who have their own offices/ franchise arrangements in other metros/major cities.
- 5) Should have a sound financial position. Capitalized billing, showing a rising trend. Minimum Gross income\* for Advertising agencies should not be less than Rs.25 crores during each of the last three financial years out of which a minimum of 10% should pertain to Public Sector Undertakings.
- 6) Should be desirous of working **exclusively** for LIC in the insurance sector.
- 7) Should have their own creative team/PR team, studio and the infrastructure for print, electronic, outdoor, Event Management, Exhibition at Trade Fair, Film Production, Media buying unit, Internet Advertising etc.
- 8) Should have the necessary infrastructure for copywriting & translation in various Indian languages (13 languages).
- 9) Should be ready to deliver the services 24x7.
- 10) In case of agencies applying for empanelment as exclusive PR Agency the following criteria must be fulfilled:
  - Should have a sound financial position. Capitalised billing showing a rising trend.
  - Minimum Gross Income\* should not be less than Rs.10 crores during each of the last three financial years.
  - Should have handled PR assignments for Public sector and financial Institutions.
  - Should have fully equipped PR professionals and the necessary infrastructure.

- All other criteria mentioned in (1) to (9) above except for condition nos. 1 & 5 should be satisfied by agencies applying exclusively for PR.

\* **Gross Income** means Gross receipts ( i. e. only fee charged from clients for advertising/PR company) less expenses (shown on debit side of P/L A/c ) towards advertisement / PR activities.

If the agency meets the above said criteria reply enclosing the following should be sent to the address given below:

1. Your agency profile
2. Registration certificate/Certificate of Incorporation, if any.
3. Service Tax registration
4. Proof of having offices in Mumbai along with the details of franchise in other parts of the country
5. Three years audited Balance Sheet, Revenue Account & Profit & Loss A/c. along with Annual Reports.
6. If the agency is filing returns in the name of parent Company and not separately, the agency may apply only provided it satisfies all the criteria stated above in its individual capacity. However, records in respect of parent company as stated in 3) above are required to be submitted.
7. Clientele list in public and private sector.
8. List of awards won by you in the various categories
9. Brief of Major campaigns for Ad Agencies / Brief of PR activities(for PR Agencies) undertaken during the last five Years along with press coverage/ electronic media coverage for referred clients.
10. Separate applications should be made in case the agency wishes to apply for advertising and PR, subject to fulfilment of the respective criteria.

Please send your application, as per proforma available on our website [www.licindia.in](http://www.licindia.in) duly completed in all respects, and should be superscribed as “**APPLICATION FOR EMPANELMENT OF ADVERTISING/PR AGENCIES**” and sent on or before **25.09.2009** (close of Office hours ) addressed to :

The Executive Director (SBU-IO/Corporate Communication)  
Central Office  
L.I.C. of India  
Yogakshema, 4<sup>TH</sup> FLOOR, West Wing,  
Jeevan Bima Marg  
Nariman Point  
Mumbai 400 021.

**LIC of India reserves the right to accept and/or reject any or all proposals/applications without assigning any reason(s).**

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