

PROFORMA

APPLICATION FOR EMPANELMENT OF ADVERTISEMENT/PR AGENCIES WITH US

- 1) Name of the Agency :
- 2) Regd. Address of Agency at Mumbai :
- 3) Address at other places :
- 4) Date of Registration/Registration No., if any. :
- 5) Applied for Advertising/ PR Agency :
(Pl. apply separately in case applying for both)
- 6) Head of the agency & designation :
Phone No./ Mobile No.
- 7) Staff strength in Mumbai Office :
- 8) Other Cities in which present :
- 8) Whether Accredited with :
- (i) INS :
 - (ii) IBF :
 - (iii) AIR :
 - (iv) Doordarshan :
 - (v) ASCI :
 - (vi) ABC :
 - (vii) TAM :
 - (viii) ADEX :
- 9) Working experience with :
- (i) Advertisers/Clients in PR/Pub field (min. 5 yrs.) :
 - (ii) Corporate Public Sector (At least 2 yrs) (Details thereof) :
- 10) Annual Gross Income* of Business :
for last 3 years Supported by
Balance sheet, Copies of Tax returns,
Profit & Loss Account, Revenue Account
(It should be above 25 crore if applying for Advertising Agency
and above Rs. 10 crore if applying for PR Agency)

Sr. No	Year	Gross Income

- 13) % of share of Gross Income through P.S.U.s. :

14) Whether working for any other :
Life Insurance Company in India

15) Profile of the Company :
Details about your
(i) Studio/Infrastructure
(ii) Media Buying Team
(iii) Print/Electronic Events
(iv) Exhibitions conducted
(v) Film production
(vi) Event management infrastructure
(vii) PR Wing
(viii) Range of Services offered by the Agency

16.) Earlier Experience of working :
With LIC of India/Other Insurance
Companies or its sister concern.
If working for any other Life
Insurance Company? If so,
details thereof.

17.) Whether Experienced qualified :
Translators for all Indian languages
are empanelled with you.

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

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false, etc, the Corporation reserves the right to remove our name from the panel, if empanelled with immediate effect and the Corporation's authority in this regard is full and final.

We understand and agree that the empanelment does not obligate the Corporation in any manner.

The Corporation reserves the right to cancel the name of the agency from the approved lists at its absolute discretion.

Signature of Authorised person:

Signed at _____ dated _____ by _____
Designation _____ for _____ Agency

Seal of Agency: