



Corporate Communications-East central Zonal Office,Jeevan Deep Building,Exhibition Road,Patna-1

NOTICE

Applications are invited from the Advertising Agencies(both existing & new) who are engaged with execution of outdoor and mobile publicity having their office at Patna , for the empanelment of Advertising Agencies at East Central Zonal Office Level.The interested Advertising Agencies are requested to collect the relevant questionnaire from CC Department,ECZO, Patna and submit the same within 24th December, 2009 along with DD/Pay Order of Rs.100/-(Non Refundable) in favour of LICof India. Forms may be download from www.licindia.in . The envelope should be super scribed as Empanelment of Outdoor Advertising Agency and to be submitted in the Drop Box in the CC Dept at 6 th floor . The selection will be at the sole discretion of the appropriate authority.

Last Date of submission of application is at 05.00 P.M. on 24th December ,2009.

Zonal Manager

The Terms

1. The Firms/ Agency should have full fledged office at Patna. To ensure this Regional Manager(CC) or any official on his behalf will be deputed to visit the premises and a report is to be submitted.
2. The Firms/ Agency should not have any complaints or court case pending against them.
3. The Firms/ Agency should have a sound profile of working for other clients also.
4. The Firms/ Agencies should have sole right for rent of properties for outdoor publicity.



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**APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCY
ENGAGED WITH EXECUTION OF OUTDOOR & MOBILE PUBLICITY IN
LIC,ECZO,PATNA**

1) Name of the Agency:

(Please attach detailed profile mentioning
Type of firm with document , Key person's
Detail,PAN NO, Service Tax No,VAT No
BAT Registration No Etc. separately)

2)Address of the Agency (With Telephone No):

3)Is the agency in the panel of any Insurance
Company (Other than LIC),if so provide
Details:

4)Is there any court case pending against the agency?:

5) Service Offered:-

Outdoor advertising(Hoarding,GSB,Neons Pole kiosks etc),
Media-buying, Creation of radio Jingles, Public relations etc.:
(In states of Bihar, Jharkhand & Orissa)

6)List of Award won during last three years:

7)List of other clients served with documentary evidence:

8)Any other relevant information:

Signature :

Full Name :

Designation :

Date:

(Stamp of the Company)