



Life Insurance Corporation of India

North Central Zonal Office,
16/98, M.G. Marg, Kanpur

NOTICE

LIC of India invites applications for empanelment of advertising agencies having their offices in Kanpur for providing news paper advertisements and other outdoor publicity in states of Uttar Pradesh and Uttrakhand.

For details and application formats please log on to LIC's website www.licindia.in

Completed offers should reach the Zonal Office in a sealed cover marked " Application for inclusion in panel of advertising agencies " by 5.00 p.m. on or before 29/03/2010. LIC of India reserves the right to reject any or all of the offers without assigning any reasons whatsoever.

Zonal Manager

CONDITIONS

1. The new agency should not be on the panel of any other Life Insurance Company.
2. The Agency should be financially sound.
3. The Agency should be registered and should provide Registration as well Service Tax details.
4. The new agency should not have any complaints or court cases pending against them.
5. It should be accredited by Indian Newspaper Society.
6. It should have full-fledged office at the Zonal Headquarters.
7. The agency should have at least five years standing.
8. The agency should have at least five clients other than LIC.
9. The agency should be able to translate in the specified regional languages.
10. The agency should be able to handle activities across the media such as media buying for press, outdoor advertisements, Radio, TV, etc.

PROFORMA

APPLICATION FOR EMPANELMENT OF ADVERTISEMENT AGENCIES WITH US

- 1) Name of the Agency :
- 2) Registered Address of Agency and Telephone Number :
- 3) Address at other places :
- 4) Date of Registrations/Registration No. :
- 5) Service Tax No. :
- 6) Head of the Agency & designation Phone No./Mobile No. :
- 7) Staff strength (at zonal headquarter) :
- 8) Other Cities in which present :
- 9) Whether Accredited with INS :
- 10) Whether any court case is pending against the agency :
- 11) Working experience with Advertisers/ Clients in PR/Publicity field (Minimum 5 years) :
- 12) Names of the Clients (Minimum 5 clients other than LIC) :
- 13) Annual Gross Income ** from Advertising/ PR activities for last 3 financial years. (duly certified by Chartered Accountants) :

Supported by

1. Audited Balance sheet with schedules
2. Audited Profit & Loss Account with schedules
3. Audited Revenue Account with schedules
4. Copies of Income Tax returns

Sl.No.	Year	Gross Income

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

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

15) Profile of the Agency :

Details about your :

- a) Studio/ Infrastructure
- b) Media Buying Team
- c) Print/ Electronic Events
- d) Exhibitions conducted
- e) Event management infrastructure
- f) PR Wing
- g) Range of Services offered by the Agency
- h) Outdoor advertising/ hoardings

16) Whether experienced and qualified translators for regional languages are empanelled with you.
(specify the regional languages)

17) List of Awards won during last three years :

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 Datedby

Designation for Agency

Seal of Agency :