



CC Department, LIC Of India, Southern Zonal Office, Chennai, e-mail: [sz\\_cc@licindia.com](mailto:sz_cc@licindia.com)

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## **Letter of Application for Empanelment of Advertising Agencies**

Ref:

Date:

To,

The Regional Manager (Corporate Communications),  
Life Insurance Corporation of India,  
Southern Zonal Office  
153, Anna Salai  
**Chennai 600 002.**

Dear Sir,

We, the undersigned, offer ourselves to be empanelled as an advertising agency in accordance with your advertisement dated 10.04.2025. We hereby submit our response with all the desired information and documents. We hereby declare that we agree to all the Terms and Conditions of Empanelment and we comply with the same. We also declare that all the information and statements in this response are true and accept that any misrepresentation contained therein may lead to our disqualification.

We understand that LIC is not bound to accept any response/s received.

**Yours sincerely,**

Authorized Signature (In full and initials):

Name and title of signatory:

Name of Firm (with Seal):

Contact No. (Basic+Mobile):

Address:

**APPLICATION FOR EMPANELMENT OF ADVERTISEMENT AGENCIES WITH LIC, SOUTHERN ZONE**

S. No	Details	
1	Name of Agency / Firm	
2	Registered Address of Agency and telephone number (Landline & Mobile Number)	
2a	Registered Address of the Agency at Chennai City, if different from the above (Landline & Mobile Number)	
3	Address of office/s at other places	
4	Date of Registration (Please attach proof) INS Registration Details	
5	GST no. and PAN Number (Please attach proof)	
6	(i) Head of the Agency & Designation (name & mobile no.)	
	(ii) Alternate contact person's name & mobile no.	
7	Staff strength at our Zonal HQ i.e at Chennai	
8	Other cities in which present	
9	Whether Accredited with INS: Yes/ No (Please attach proof)	

S. No	Details																	
10	Has there been any Criminal Proceedings against the firm by any authority or Court : Yes/ No (if yes, give details)																	
10	Has there been any proceedings against the firm under Labour Law? Has there been any tax related dispute against your Agency / Firm																	
11	Details of working experience with advertising/clients in PR/ Publicity field. (Minimum 5 years) ( Please attach proof)																	
12	Names of existing clients (Minimum 5 clients other than LIC) (attach proof)	1. 2. 3. 4. 5.																
13	<b>Annual Gross Income**</b> from Advertising/ PR Activities for last 3 assessment years / Duly Certified by Chartered Accountants) Supported by: (i) CA Certificate showing Annual Gross Income of last 03 assessment years (ii) Audited Balance Sheet with Schedules (iii) Audited Profit & Loss Account with Schedules (iv) Audited Revenue Account with Schedules (v) Copies of Income Tax Returns /Assessment Orders <b>** Gross income means Gross receipts (ie. fee charged from clients for advertising) less expenses (shown on debit side of P&amp;L A/c towards advertising activities).</b>	<table border="1"> <thead> <tr> <th>Sl. No.</th> <th>Assessment Year</th> <th>Turnover (Cr.)</th> <th>Gross Income (Cr.)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2021-22</td> <td></td> <td></td> </tr> <tr> <td>2</td> <td>2022-23</td> <td></td> <td></td> </tr> <tr> <td>3</td> <td>2023-24</td> <td></td> <td></td> </tr> </tbody> </table>	Sl. No.	Assessment Year	Turnover (Cr.)	Gross Income (Cr.)	1	2021-22			2	2022-23			3	2023-24		
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1	2021-22																	
2	2022-23																	
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14	Whether working for any other Life Insurance Company of India – Yes/No (if yes, give details)																	

S. No	Details	
15	Whether Empanelled as Advertising Agency with LIC Central Office or any other Zone of LIC at present?	
16	Whether you have been empanelled by LIC earlier? Or have you executed any works with LIC in the past. (Please attach proof)	
17	Total Experience in the field of PR and Advertisement (Please attach proof)	
18	Whether you have been blacklisted by any Central / State Government/Bank /PSU Entity	
19	Profile of the Agency- details about your- <ul style="list-style-type: none"> <li>(i) Office Location in Chennai</li> <li>(ii) Studio/Infrastructure</li> <li>(iii) Media Buying Team</li> <li>(iv) Print/ Electronic Events</li> <li>(v) Exhibitions conducted</li> <li>(vi) Event management infrastructure</li> <li>(vii) PR Wing</li> <li>(viii) Range of services offered by the Agency</li> <li>(ix) Outdoor advertising/ hoardings</li> </ul>	
20	Accomplishments by your Company / Firm in the field of Advertisement worth mentioning	
21	Whether experienced and qualified translators from English & Hindi to regional Languages Tamil and Malayalam and vice versa empanelled with you: Yes/ No	
22	Whether registered as Micro or Small Entrepreneur(MSME): Yes/No ( attach proof)	



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S. No	Details	
23	List of Awards won during last three years if any, (please give details & attach proof)	

The above particulars are correct and we understand and agree that if any statement is found to be false, the Corporation reserves the right to remove our name from the panel of empanelment agencies 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 at any stage.

**Signature of Authorized person:**

Signed at \_\_\_\_\_ dated \_\_\_\_\_

By \_\_\_\_\_ Designation \_\_\_\_\_

for \_\_\_\_\_ Agency.

**Seal of Agency.**