भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

NZ, CC Deptt, Jeevan Bharati Building,Tower - II,124 Connaught Circus, New Delhi, e-mail: nz_cc@licindia.com

Format-1

Letter for Application for Empanelment of Advertising Agencies

Ref: Date:

To,

Regional Manager (Corporate Communication),
Life Insurance Corporation of India,
Jeevan Bharati Building, 12th Floor, Tower – II,
124 Connaught Circus,
New Delhi-110001

Dear Sir,

We, the undersigned, offer ourselves to be empanelled as an advertising agency in accordance with your advertisement dated 24.02.2026, we hereby submit our response with all the desired information and documents. We hereby 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:

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ANNEXURE "A"

PERFORMA

APPLICATION FOR EMPANELMENT OF ADVERTISEMENT AGENCIES WITH LIC, NZO

S. No	Details	
1	Name of Agency	
2	Registered Address of Agency and telephone number (Basic & Mobile)	
3	Address of office/s at other places (attach proof)	
4	Date of Registration (attach proof)	
5	GST no. (attach proof)	
6	(i) Head of the Agency & Designation (name & mobile no.)	
	(ii) Alternate contact person's name & mobile no.	
7	Staff strength (At Zonal HQ) i.e at Delhi	
8	Other cities in which present	
9	Whether Accredited with INS: Yes/ No (attach proof)	
10	Whether any court case is pending against the agency : Yes/ No (if yes, give details)	
11	Details of working experience with advertising/clients in PR/ Publicity field. (Minimum 5 years) (attach proof)	
12	Names of existing clients (Minimum 5 clients other than LIC) (attach proof)	1. 2. 3. 4. 5.

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S.no	Details	
13	**Annual Gross Income**** from Advertising/ PR Activities for last 3 financial years / Duly Certified by Chartered Accountants) Supported by: (i) CA Certificate showing Annual Gross Income of last 03 financial 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 **** Gross income means Gross receipts (ie.fee charged from clients for advertising) less expenses (shown on debit side of P&L A/c towards advertising activities).**	**S. no.** / **Year** / **Turnover(Crs.)** / **Gross Income(Crs.)** **1** / **2022-23** **2** / **2023-24** **3** / **2024-25**
14	Whether working for any other Life Insurance Company of India- Yes/No (if yes, give details)	
15	Profile of the Agency- details about your- (i) Office Location in Delhi (ii) Studio/Infrastructure (iii) Media Buying Team (iv) Print/ Electronic Events (v) Exhibitions conducted (vi) Event management infrastructure (vii) PR Wing (viii) Range of services offered by the Agency (ix) Outdoor advertising/ hoardings	
16	Whether experienced and qualified translators from English & Hindi to regional Languages (Punjabi & Urdu) and vice versa empanelled with you: Yes/ No	
17	Whether registered as Micro or Small Entrepreneur(MSME): Yes/No (attach proof)	

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18	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.