

NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES

Applications are invited from the Advertising Agencies having their office at Delhi for the empanelment at LIC of India, Northern Zonal office for carrying out PR & Publicity, Print Media & electronic media advertising etc. in the States/Union Territories of Delhi, Haryana, Chandigarh, Punjab, Rajasthan, Himachal Pradesh, Jammu & Kashmir and Ladakh. The advertising agencies desirous to be empanelled with LIC of India, NZO for advertising jobs and fulfilling the following conditions, may apply as per the Performa attached herewith after going through the general as well as prerequisite conditions of empanelment given.

The applications in prescribed performa (along with the enclosures) in a sealed cover superscribed as “**Application for Empanelment of Advertising Agencies**”, addressed to Regional Manager (CC) should reach at the following address, latest by 5.00 pm on 10.03.2026 (Tuesday) along with non-refundable application fee of Rs. 118/- (Rupees One Hundred Eighteen Only) [i.e. Rs. 100+18 (18% GST)] in the form of DD in favor of “**LIC of India**” payable at New Delhi.

For complete information please log on to our website www.licindia.in and click “Tender” for details and forms. LIC of India reserves the right to accept or reject any or all the offers without assigning any reason whatsoever.

Please note - the condition of application fee of Rs.118/- is waived for MSMEs.

**The Regional Manager,
Corporate Communications Deptt.,
LIC of India, Northern Zonal Office,
Jeevan Bharti Building,
12th Floor, Tower II
124, Connaught Circus,
New Delhi-110001**

ELIGIBILITY CRITERIA

1. The new Agency should not be on the panel of any other Life Insurance Company.
2. The Agency should be financially sound and should have annual gross income of more than Rs. 2 Crores in each of the last three Financial years (in view of Gross Income please refer definition given in Application Form).
3. The Agency should be registered and should provide Registration, PAN as well GST details.
4. The Agency should not have any complaints or court cases pending against them.
5. The Agency should be accredited by Indian Newspaper society.
6. The Agency should have a full-fledged office at the Zonal Headquarters i.e. Delhi.
7. The Agency should have at least 5 (five) years standing.
8. The Agency should have at least 5 (five) clients other than LIC.
9. The Agency should have the expertise and resources to correctly translate in the specific regional languages specially in Hindi, Punjabi & Urdu.
10. The Agency should be able to handle activities across the media, such as media buying for press, radio, TV, outdoor advertisements.
11. The Agency should not be in the panel of LIC of India, Central Office, Mumbai.
12. The period of empanelment is for two years.

General Terms & Conditions for Empanelment

1. The Agency/Firm should be on the approved panel of at least 5 reputed public sector/private sector companies (Other than LIC) or must have worked with 5 public sector/private sector companies (Other than LIC).
2. MSMEs registered with the Director of Industries/District Industries Centre(DIC) as manufacturing/service enterprises and having acknowledgement of Entrepreneurs memorandum(Part-II)or are registered with National Small Industries Corporation(NSIC) under Single Point vendor registrations scheme can submit the proposal. The condition of application fee of Rs.118/- is waived for these agencies.
3. Photocopy of the documents should be submitted as proofs with application forms. However, original will have to be shown for verification at later date.
4. Members of a duly constituted committee would visit and inspect the premises, workshop, shop etc. of the applicants.
5. Advertising agencies which fulfills the criteria mentioned above will be shortlisted for personal interaction/presentation before selection committee. The decision of the selection committee shall be binding on all applicants.
6. All applicants are required to affix the signature and seal of the Authorized Official of the Company on both Page of Annexure "A" in acceptance of terms and conditions laid therein.
7. Application for empanelment duly completed should be submitted at the **C.C. Department, 12th floor, Jeevan Bharti Building, Tower-II, 124 Connaught Circus, New Delhi-110001** in a sealed envelope super scribed as **"Application for empanelment of Advertising Agencies"** along with non-refundable application fee of Rs. 118/- (i.e.100+18% GST) in the form of **demand draft in favor of " Life Insurance Corporation of India "** payable at **New Delhi** or can be deposited at our cash counter in cash during cash working hours(Cash Hours from Monday To Thursday 10.00am to 4.00pm with Lunch break of 1.30pm to 2.00pm and on Friday, 10.00am to 4.30pm with Lunch break of 1.30pm to 2.15pm). The Agencies desirous to be empanelled with us for above said job and fulfilling conditions as per Annexure "A" enclosed, may apply for empanelment for jobs undertaken at Northern Zonal Office, New Delhi. Annexure-"A" can be downloaded from our website www.licindia.in. The applications in the questionnaire form (Annexure 'A') along with the enclosures i.e. necessary certificates in evidence of the facts mentioned in the form are to be sent at the address mentioned above on or **before 10.03.2026 by 5.00 P.M.**
8. The Corporation bears no responsibility for applications as well as samples of past work done and sample proposal for LIC received after due date and time or sent to address other than prescribed and the same are liable to be rejected.
9. Mere submission of application for empanelment does not confer any right of empanelment. Life Insurance Corporation of India reserves its right to reject, accept any or all applications or cancel the process of empanelment without assigning any reason thereof. Life Insurance Corporation of India shall neither be held liable nor is it obligatory on its part to inform the applicant the grounds of any such action. The Corporation reserves the right to raise the minimum eligibility criteria for empanelment depending on the response.
10. Agencies who have been black listed/removed earlier by any office of the Corporation, should not apply. If applied, their applications will not be considered.
11. Applications incomplete in any respect will not be entertained and are liable to be rejected.
12. The criteria mentioned above are prescribed to evaluate the basic capabilities of the Agencies and are in no way exhaustive.



Regional Manager (CC)

Sequence of List of documents to be submitted by Agencies with necessary paper tags-

- 1) Application Proforma
- 2) Details of application fee
- 3) INS Registration details
- 4) Certificate- Accredited with INS
- 5) Pan proof
- 6) GST Certificate
- 7) MSME registration details, if any
- 8) Year – wise financial statements **(2022-23, 2023-24 & 2024-25)** in order as below:-
 - a) **CA Certificate showing Annual Gross Income of last 03 financial years**
 - b) **Audited Balance Sheet with schedules**
 - c) **Audited Profit & loss Account with schedules**
 - d) **Audited Revenue Account with schedules**
 - e) **Copies of Income Tax returns/ Assessment orders**