



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

निगमित सम्प्रेषण विभाग, भा.जी.बी.निगम, पूर्व मध्य क्षेत्रीय कार्यालय, "जीवन दीप" एक्जीविशन रोड, पटना-01
Corporate Communication Department, LIC of India, East Central Zonal Office, Jeevan Deep Building, Exhibition Road, Patna-800001. E-mail: ecz_cc@licindia.com

Letter for Application for Empanelment of Advertising Agencies

Ref:

Date:

To,
Regional Manager (Corporate Communication),
Life Insurance Corporation of India,
East Central Zonal Office,
Jeevan Deep Building, 6th Floor,
Exhibition Road,
PATNA - 800001

Dear Sir,

We, the undersigned, offer ourselves to be empaneled as an advertising agency in accordance with your advertisement dated..... 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 made 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. (Landline + Mobile):

Address:



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APPLICATION FOR EMPANELMENT OF ADVERTISEMENT AGENCIES WITH LIC, ECZ

Sl. No.	Details	
1	Name of the Agency/Firm (Type of Entity)	
2.	Registered Address of Agency, Telephone Number (Landline & Mobile) & E-Mail ID. (If MSME give Reg. No & attach proof)	
2a	Registered Address of the Agency at Patna City, if different form the above (Landline & Mobile Number)	
3	Address of office/s at other places	
4	Date of Registration/ INS Registration No. (Please attach proof)	
5	GST No. & PAN No. (Please attach proof)	
6	(i) Head of the Agency & Designation (Name & Mobile No. & E-Mail id)	
	(ii) Alternate contact person's name & Mobile No. & E-Mail id:	
7	Staff strength with capabilities at our Zonal headquarter i.e. Patna	
8	Staff strength at other cities in which present.	
9	Whether Accredited with INS: Yes/No (Attach latest certificate)	
10	Has there been any Criminal Proceedings/Court case against the firm or pending or blacklisted previously by any authority i.e. Central/State Govt./Bank/PSU entity or Court: Yes/No (If yes, give details)	



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11	Has there been any proceedings against the firm under Labour Law: Yes/No (If yes, give details)																	
12	Has there been any tax related dispute against your Agency/Firm: Yes/No (If yes, give details)																	
13	Details of Working experience with Advertising / Clients in PR/Publicity field (Minimum 5 years) (Please attach proof)																	
14	Total number of Names of the existing Clients (mention if PSU/Govt) ;- (Minimum 5 clients other than LIC) (Please attach proof)	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.																
15	Annual Gross Income ** from Advertising / PR activities for last 3 assessment years (Duly Certified by Chartered Accountants) Supported by : 1. CA certificate (with UDIN) showing Annual Gross Income as well as turnover of last 03 Assessment years. 2. Audited Balance Sheet with schedules 3. Audited Profit & Loss Account with schedules 4. Audited Revenue Account with Schedules 4. Copies of Income Tax returns /Assessment orders ** Gross Income means Gross receipt (i.e. fee charged from clients for advertising) less expenses (shown on debit side of P & L A/c towards advertising activities)	<table border="1"><thead><tr><th>Sl</th><th>Assessment Year</th><th>Turnover (Cr.)</th><th>Gross Income (Cr.)</th></tr></thead><tbody><tr><td>1</td><td>2023-24</td><td></td><td></td></tr><tr><td>2</td><td>2024-25</td><td></td><td></td></tr><tr><td>3</td><td>2025-26</td><td></td><td></td></tr></tbody></table>	Sl	Assessment Year	Turnover (Cr.)	Gross Income (Cr.)	1	2023-24			2	2024-25			3	2025-26		
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16	Whether working for any other Life Insurance Company of India- Yes/No (If yes, give details)	
17	Whether Empanelled as Advertising Agency with LIC Central Office or any other Zone of LIC at present ? Give details	
18	Whether you have been empanelled by LIC earlier ? or have you executed any work with LIC in the past (Please attach proof)	
19	Total Experience in the field of PR and Advertisement (Please attach proof)	
20	Profile of the agency- detail about your:	
	(i) Office location in Patna	
	(ii) Studio / Infrastructure	
	(ii) Media Buying Team	
	(iv) Print / Electronic Events	
	(v) Exhibition conducted	
	(vi) Event Management Infrastructure	
	(vii) P R Wing	
	(viii) Range of services offered by the Agency	
	(viii) Outdoor advertising / hoardings	
21	Accomplishments by your Company/Firm in the field of Advertisement worth mentioning.	
22	Whether experienced and qualified translators from English & Hindi to regional languages Oriya and Urdu and vice versa empanelled with you: Yes/No	
23	Whether registered as Micro or Small Entrepreneur (MSME): Yes/No (Give Reg No. and attach certificate)	



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24	List of Awards won during last three years if any, (please give details & attach proof).	
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We certify that the above particulars are correct and we understand and agree that if any statement is found to be false or suppressed, the Corporation reserves the right to reject the application and or/if empanelled, remove our name from the panel of empanelment agencies with immediate effect and the Corporation's authority in this regards 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.

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:

*Please note that each page of application form has to have the signature of the authorized person & seal of the agency.