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

NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES AT EAST CENTRAL ZONE

Applications are invited from the Advertising Agencies & MSMEs having their office at Patna for the empanelment at LIC of India, East Central Zonal Office for carrying out Public Relations & Publicity, Print Media, Electronic (TV, Radio & Digital) Media advertising etc. in the states of Bihar, Jharkhand & Odisha. The Advertising Agencies desirous to be empaneled with LIC of India, East Central Zonal Office for advertising jobs & fulfilling the following conditions, may apply as per the Proforma attached herewith after going through the general as well as prerequisite conditions of empanelment given.

The applications in prescribed Proforma (along with the enclosures) in a sealed cover super scribed as "**Application for Empanelment of advertising agencies**", addressed to Regional Manager (CC) should reach at the following address, latest by 1.00 p.m. on 17.03.2026 along with non-refundable application fee of Rs.590.00 (500+90(18% GST) in the form of DD in favour of LIC OF INDIA payable at Patna.

The application form will be opened on the same day at 3.30 pm on 17.03.2026. If the last date of submission of Application happens to be a holiday for LIC Patna, the next working day will be treated as last date of receipt of application. The time of 1.00 PM will remain same.

The Regional Manager,
Corporate Communications Deptt,
LIC Of India
East Central Zonal Office
Jeevan Deep Building, 6th Floor
Exhibition Road,
Patna-800001

LIC of India reserves the right to accept or reject any or all the offers without assigning any reason whatsoever. Further communication, Corrigendum, Amendment will be placed in the above given website only.

Regional Manager (CC)

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ELIGIBILITY CRITERIA/CONDITIONS FOR EMPANELMENT

1. The Agency should not be on the panel of any other Life Insurance Company.
2. The Agency should be financially sound and have average annual gross income of Rs.2 crores in the last three assessment years (Gross Income as explained in the Application Form)
3. The Agency should be registered and should provide Registration, PAN as well as GST details.
4. The Agency should not have complaints or court cases pending against them
5. The Agency should be accredited by Indian Newspaper Society (INS).
6. The Agency should have full-fledged office in Zonal Head Qr. i.e. Patna
7. The Agency should have at least 5 (five) years standing.
8. The Agency should have at least 5 (five) clients/Corporate of repute other than LIC.
9. The Agency should have the expertise and resources to correctly translate specified regional languages, specifically from English/Hindi to Oriya/Urdu and Vice Versa.
10. The Agency should be able to handle activities across the media, such as media buying for Press, newspapers, Radios and T.V., outdoor advertisements.
11. The Agency should have necessary competence in handling digital media also.
12. The Agency should not be in the panel of LIC of India, Central Office, Mumbai.
13. The period of Empanelment is for Two Years.

General Terms & Conditions for Empanelment

1. Advertising Agencies, who are in Zonal Office existing panel should also apply for fresh empanelment.

2. The Agency/Firm should be on the approved panel of at least five reputed public sector/private sector companies (Other than LIC) or must have worked with five public sector/private sector companies (other than LIC).

3. MSMEs registered with the Director of Industries (DI)/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 registration scheme can submit the Application.

4. Agencies, who have been blacklisted / removed earlier by any office of the Corporation or any PSU or Govt. Dept, should not apply. If applied, their applications will not be considered/ will be cancelled on discovery.

5. Photocopy of the documents should be submitted as proofs with application forms. However, originals will have to be shown for verification at a later date.

6. Advertising Agency which fulfills the criteria mentioned above will be shortlisted for interaction/Presentation before selection Committee. **The presentation will cover points as mentioned in the prescribed application form.** The decision of the selection committee shall be binding on all applicants.

7. Members of a duly constituted committee would visit and inspect the premises, workshop, shop etc. of the applicants.

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 to address other than prescribed & 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 modify the minimum eligibility criteria for empanelment depending on the response.

10. All applicants are required to affix the signature and seal of the Authorized Officials of the Company on all the page of the Application Form in acceptance of terms and conditions laid therein.

11. Application for empanelment duly completed should be submitted to **The Regional Manager (CC), LIC Of India, East Central Zonal Office, Jeevan Deep Building, 6th Floor Exhibition Road, Patna-800001** in a closed envelope superscribed as "Application for Empanelment of Advertising Agencies". The Application Form along with the enclosures i.e. necessary certificates in evidence of the details mentioned in the form are to be sent at the address mentioned above on or before 1.00 PM on 17.03.2026. Applicant or his representative can be present at the time of opening of Application. The applications will be opened in presence of authorized representative or the applicant who choose to be present at the time of opening.

12. Applications incomplete in any respect will not entertained and are liable to be rejected without any further reference.

13. The criteria mentioned above are prescribed to evaluate the basic capabilities of the agencies & are in no way exhaustive.

14. Period of empanelment is for 02 (two) years & may be extended further.

Regional Manager (CC)

Sequence of List of Documents to be submitted by Agencies with necessary paper Tags:

1) Letter of Application & Application Form
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 applicable alongwith certificate.
8) Year-wise Financial Statements for **Assessment year 2023-24, 2024-25, 2025-26** in the order mentioned below:
   a) **CA certificate (USIN to be mentioned) showing Annual Gross Income & Turnover.**
   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**
9) Details of Existing Clients other than LIC
10) Details of experience in the field of Advertisment
11) Details of Awards/Accolades if any.