

Annexure-I

Criteria & Other Terms & Conditions:

1. The new agency should not be on the panel of any other Life Insurance Company.
2. The Agency should be financially sound.
3. The Agency should be registered and should provide Registration as well GST details.
4. The new agency should not have any complaints or court cases pending against them.
5. It should be accredited by Indian Newspaper Society.
6. It should have full-fledged office at the Zonal Headquarters- Kanpur
7. The agency should have at least five years standing.
8. The agency should have at least five clients/Corporate of repute other than LIC.
9. The agency should be able to translate in the specified Regional languages.
10. The agency should be able to handle activities across the media such as media buying for Press, Radio, TV, etc.
11. The agency should have competency in handling digital media.
12. Period of empanelment is for two years.
13. Agency should be able to provide all the services related to installation of Glow signs/Flex Printing.
14. Advertising agencies who are on our existing panel , can also apply for fresh empanelment.
15. Applicant who has been blacklisted/removed earlier by any office of the Corporation/PSU/Government Departments should not apply.
16. Certified photocopies of the document should be submitted along with application forms. However, originals will be required at a later stage for verification purposes.
17. Advertising Agency which fulfills the criteria stipulated by LIC will be shortlisted and their designated representatives will give a brief presentation , covering points as mentioned in the prescribed application form, before LIC's Publicity Advisory Committee.

Signature of the Authorized Officer with Seal

18. Mere submission of application for empanelment does not confer any right of empanelment. LIC of India reserves the right to reject any or all applications or cancel the process of empanelment without assigning any reason thereof. LIC of India shall neither be held liable nor it is obligatory on its part to inform applicant the grounds of any such action.
19. Applications incomplete in any respect are liable to be rejected without any further reference.

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

1. Application
2. Permanent Account Number (PAN)
3. Registration Certificate
4. GSTIN Certificate
5. Certified : Accredited with INS
6. Year wise Financial Statements (2021-22, 2022-23 & 2023-24)
7. Copies of Income Tax Returns submitted for 3 Assessment Years. (2022-23, 2023-24 & 2024-25,)

Declaration:

I/We hereby agree to the Terms & Conditions as mentioned above.

Place:

Date:

Signature of the Authorized Officer with Seal