

Annexure-II

Profile of Advertising Agency

01.	Name of the Agency	
02.	Regd. Address of the Agency	
03.	Income Tax Permanent Account Number (PAN)	
04.	Date of Registration/Registration Number	
05.	GST/GSTIN Number	
06.	Name of the Head of the Agency & Designation, Phone No. / Mob. No. and e-mail ID	
07.	Other cities in which present (List of Offices with Addresses to be enclosed)	
08.	Working Experience specifying number of years	
09.	Gross Income *In last three years (Please attach certified copies of audited revenue accounts, profit and loss account showing income from advertising & Balance sheets for the last three Financial Years. Additionally certificate from CFO/CA certifying that Gross Income is from the advertising activities only.	
	2023-24	
	2022-23	
	2021-22	
10.	Whether currently working for any other Insurance Company in India (if yes, details there off)	
11.	Whether Accredited with INS	
12.	Is the Agency willing to work exclusively for LIC in the Life Insurance Sector?	
13.	Staff Strength of the Agency	
14.	Earlier experience of working with LIC/other Insurance Companies or their sister concerns	
15.	Name of the Clients (Minimum 05 other than LIC)	
16.	Does the agency have its own creative team, studio & the infrastructure for print, electronic, out door, event management, exhibition & Trade fair, film production, media buying unit, Internet advertising?	
17.	Is the agency ready to deliver the services 24x7	
18.	Are there any legal cases pending against the company	

19.	Does the agency have necessary infrastructure for copy writing & translation in English and Official Indian Languages.	
20.	Profile of the Agency.	
	(1) Studio/Infrastructure	
	(2) Media Buying Team	
	(3) Print/Electronic Events.	
	(4) Exhibitions conducted	
	(5) Event Management Infrastructure.	
	(6) PR Wing	
	(7) Range of Services offered by the Agency	
	(8) Outdoor advertising/Hoardings	
21.	List of Awards won during last three years.	

*Gross Income means Gross Receipts (i.e. Fee charged from clients for advertising activities) less expenses (shown debit side of P/L A/c) towards advertising activities.

** For Financial Year; year ending March, 2024 three years will stand for 2021-22, 2022-23, and 2023-24.

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false, LIC reserves the right to remove our name from the panel with immediate effect and LIC's authority in this regard is final. We understand and agree that the empanelment does not obligate LIC in any manner. We also understand that LIC has the absolute right to cancel the name of the agency from the approved lists as its absolute discretion at any time during the term of empanelment.

Signature of Authorized Person

Signed at _____ **dated** _____ **by** _____

Designation _____ **for** _____ **Agency**

Seal of the Agency