



पूर्व मध्य क्षेत्र, नि.स.विभाग, जीवन दीप, छठा मंजिल, एकजीविशन रोड, पटना-८००००१,
ECZ, C C Deptt., Jeevan Deep Building, 6th Floor Exhibition Road, Patna.800001, Email- ecz_cc@licindia.com

NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES

Applications are invited from the Advertising Agencies having their office at Patna for the empanelment at East Central Zonal Office level for carrying out Public Relations & Publicity, Print Media & Electronic Media Advertising etc in the states of Bihar, Jharkhand & Odisha. The Advertising Agencies desirous to be empanelled with us 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 (along with the enclosures) in a sealed cover super scribed as "Application for Empanelment of Advertising Agency" addressed to Regional Manager (CC) should reach at the following address, latest by 1.00 p.m. on 21.07.2023 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.

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 proposal.

THE REGIONAL MANAGER,
CORPORATE COMMUNICATIONS DEPTT,
LIC OF INDIA
EAST CENTRAL ZONAL OFFICE
JEEVAN DEEP BUILDING, 6TH FLOOR
EXHIBITION ROAD,
PATNA-800001



भारतीय आयुर्विमा महामंडळ
भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

पूर्व मध्य क्षेत्र, नि.स.विभाग, जीवन दीप, छठा मंजिल, एक्जीविशन रोड, पटना-८००००१;
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CRITERIA / CONDITIONS
FOR EMPANELMENT OF ADVERTISING AGENCIES WITH
LIFE INSURANCE CORPORATION OF INDIA
EAST CENTRAL ZONAL OFFICE, PATNA

1. The Agency should not be on the panel of any Life Insurance Company.
2. The Agency should be financially sound and have a minimum turn over of Rs.2 crore in the last three years.
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.
6. The Agency should have full-fledged office in Zonal Head Qr. i.e. Patna
7. The Agency should have at least 5 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 the creative etc in specified regional languages.
10. The Agency should be able to handle activities across the media, such as media buying for Press, Radios and T.V. etc.
11. The Agency should not be in Central Office of LIC panel.
12. The period of Empanelment is for Two Years.



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General Terms and Conditions:

1. Advertising Agencies, who are on our existing panel, can also apply for the fresh empanelment.
2. Applicant, 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.
3. 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.
4. Advertising Agency which fulfills the criteria mentioned above will be shortlisted for Presentation before Corporate Communications Advisory Committee. The presentation will cover points as mentioned in the prescribed application form.
5. 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.
6. Mere submission of application for empanelment does not confer any right of empanelment. Life Insurance Corporation of India reserves the right to reject 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.
7. Applications incomplete in any respect are liable to be rejected without any further reference.

Continued on the next page

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

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 (**2019-20,2020-21,2021-22**) in order as below:
 - a) Audited Balance Sheet with schedules**
 - b) Audited Profit & Loss Account with schedules**
 - c) Audited Revenue Account with Schedules**
 - d) Copies of Income Tax returns/Assessment orders**



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Format-I

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" 6th Floor,
Exhibition Road,
Patna-800001.

Dear Sir,

We, the undersigned, offer ourselves to be empanelled as a advertising agency in accordance with your advertisement dated..... . We hereby submit our response with all the desired information and documents. We hereby 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. (Basic + Mobile) :

Address :



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Format-II

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PERFORMA

APPLICATION FOR EMPANELMENT OF ADVERTISEMENT AGENCIES WITH US

Sl. No.	Details	
1	Name of the Agency	
2.	Registered Address of Agency and Telephone Number (Basic & Mobile)	
3	Address at other places offices	
4	Date of Registration/ Registration No.	
5	GST No.	
6	Head of the agency & designation Phone No. / Mobile No.	
7	Staff strength (at Zonal headquarter)	
8	Other Cities in which present	
9	Whether Accredited with INS	
10.	Whether any court case is pending against the agency (If any give details)	

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11	Details of Working experience with Advertising / Clients in PR/Publicity field (Minimum 5 years)																	
12	Names of the existing Clients (Minimum 5 clients other than LIC)	1. 2. 3. 4. 5.																
13	Annual Gross Income ** from Advertising / PR activities for last 3 financial years (Duly Certified by Chartered Accountants) Supported by : 1.Audited Balance Sheet with schedules 2.Audited Profit & Loss Account with schedules 3.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. No.</th> <th>Year</th> <th>Turnover(C rs.)</th> <th>Gross Income(C rs.)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2019-20</td> <td></td> <td></td> </tr> <tr> <td>2</td> <td>2020-21</td> <td></td> <td></td> </tr> <tr> <td>3</td> <td>2021-22</td> <td></td> <td></td> </tr> </tbody> </table>	Sl. No.	Year	Turnover(C rs.)	Gross Income(C rs.)	1	2019-20			2	2020-21			3	2021-22		
Sl. No.	Year	Turnover(C rs.)	Gross Income(C rs.)															
1	2019-20																	
2	2020-21																	
3	2021-22																	
14	Whether working for any other Life Insurance Company of India (If yes give details)																	
15	Profile of the agency (Detail about yours):																	
	(i) Office location in Mumbai																	
	(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																	



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16	Whether experienced and qualified translators for regional languages are empanelled with you (Specify the regional languages Hindi, Marathi, Gujarati etc.).	
17	List of Awards won during last three years (if any give details).	

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false, etc. the Corporation reserves the right to remove your name from the panel, if empanelled 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.

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency:



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Time Line

Sl. No.	Details	Date
1	Issue of Advertisement in Newspapers	30.06.2023
2	Application receiving time (On all working day)	10.30 AM to 1.00 PM
3	Last Date of Receiving of application	21.07.2023
4	Opening of Application at 3.30 pm on	21.07.2023

The applications will be opened at 3.30 pm on 21.07.2023 at the following address:

Corporate Communication Department
6th Floor, Jeevan Deep Building
Exhibition Road
Patna-800001.

The applications will be opened in the presence of Authorised Representatives of the applicants who choose to be the time of the application opening. The representative should carry his / her identity card. Only one Representative of the applicant will be allowed.
