



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

**Eastern Zonal Office, Hindusthan Buildings
4 C.R. Avenue Kolkata-700 072.**

Date: 18.02.2025

NOTICE

EMPANELMENT OF ADVERTISING AGENCIES (OTHER THAN OOH) FOR EASTERN ZONE.

Applications are invited from the Advertising Agencies & MSMEs for media (other than OOH) for empanelment of media works (Print and Electronics) at Eastern Zonal Office jurisdiction which includes West Bengal, entire North East, Sikkim and A&N Island. The Advertising agencies desirous to be empanelled with us and fulfilling the eligibility conditions may apply as per proforma for selection of Ad agencies.

The application proforma as per Annexure-1 along with the required documents as enclosures are to be submitted in sealed Cover superscripted with specific item at the following address, so as to reach us before 10.03.2025 at 12 Noon.

THE REGIONAL MANAGER (CC),
CORPORATE COMMUNICATIONS DEPTT.
LIC OF INDIA,
EASTERN ZONAL OFFICE,
HINDUSTHAN BUILDING (3rd Floor),
4, C R AVENUE,
KOLKATA-700072.

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, having average gross income 5 crores & above.
- 3) The Agency should be registered and should provide Registration as well as GST Number.
- 4) The 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 a full-fledged office at LIC's Zonal Headquarters, Kolkata.
- 7) The agency should have at least 5 years standing.
- 8) The agency should have at least five clients other than LIC.
- 9) The Agency should be able to translate in the specified regional languages.
- 10) The Agency should be able to carry out public relations & publicity, creative artwork, media artwork, media buying for press, TV, radios, digital advertising, events etc.
- 11) The Agency should not be in LIC's Central Office panel.

The Cover should be superscribed as **“Application for Empanelment of Advertising Agencies (other than OOH)”**.

Note:

1. Advertising Agencies who are in Zonal Office existing panel should also apply for fresh empanelment.
2. Advertising Agencies who have been blacklisted/removed earlier should not apply. If applied their applications will not be considered.
3. Self attested Photocopy of the documents should be submitted as proof with application forms. However, originals will have to be shown for verification at a later date.
4. Advertising Agency which fulfill the criteria mentioned above will be short listed for presentation before the Corporate Communications Advisory Committee. The presentation will cover points as mentioned in the prescribed application form.
5. Application received after due date & time and applications which are incomplete are liable to be rejected without any further reference.
6. LIC of India, Eastern Zone reserves the right to reject any or all applications without assigning any reason thereof.

Annexure-1.

P R O F O R M A

APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES (other than OOH)

1. Name of Agency :
2. Registered Address of Agency and Telephone Number :
3. Address at other places :
4. Date of Registration / Reg.No. :
5. PAN & GSTIN No. :
6. Head of the Agency & Designation phone No./Mob.No. :
7. Staff Strength (at Zonal Headquarter), Kolkata :
8. Staff strength of offices at other Locations :
9. Whether Accredited with INS :
10. Whether any court case is pending against the Agency :
11. Working experience with Advertisers / Clients in PR/Publicity field (Minimum 5 years) :
12. Names of the clients (Minimum 5 Clients other than LIC) :
13. Annual Gross Income** from Advertising / PR Activities for last 3 financial years. (Duly certified Chartered Accountants) :
14. MSME registration details as applicable :

Supported by

- I. Audited Balance Sheet with Schedules for last three years.
- II. Audited Profits & Loss Account with Schedules for last three years.
- III. Audited Revenue Account with Schedules for last three years.
- IV. Copies of Income Tax returns for last three years.

Sl.No.	Year	Gross Income

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

14. Whether working for any other Life Insurance Company in India :

15. Profile of the Agency :

Details about your

- a) Studio / Infrastructure :
- b) Media Buying Team :
- c) Print / Electronic Events :
- d) Exhibitions conducted :
- e) Event Management Infrastructure :
- f) PR Wing :
- g) Range of Services offered by the Agency :
- h) Outdoor activities/events :
- i) Creative Art Work :

16. Whether experienced and qualified translators for regional languages are empanelled with you (Specify the Regional languages) :

17. List of Awards won during last three years (if any) :

We certify that the above particulars are correct and we understand and agree that if any statements is found to be false, etc., the Corporation reserves the right to remove our name from the panel, if empanelled with immediate effect and the Corporation's authority in this regard 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.

Signature of Authorized person :

Signed at _____ dated _____ by _____
 Designation _____ for _____ Agency

Seal of Agency :

