



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

Date: 21.05.2025

NOTICE FOR ITEM NO-1

EMPANELMENT OF AGENCIES FOR OUTDOOR ADVERTISING AND BRANDING OF BUILDINGS FOR E. Zone.

Applications are invited from the established Vendors/Firms/Companies (hereafter called as “Vendors” only) who are engaged with execution of OOH (Hoarding/Neons/LEDs etc) moving displays, indoor displays and maintenance activities for empanelment of vendors OOH publicity works at Eastern Zonal Office level under Eastern Zonal jurisdiction (West Bengal and entire North East). The Advertising agencies and vendors desirous to be empanelled with us and fulfilling the eligibility conditions may apply as per proforma for selection of Ad agencies/vendors as empanelled under East zone jurisdiction.

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 12.06.2025 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 vendors must be of at least 5 years standing.
2. The vendors must have annual gross income of Rs.20 lakhs and above for past consecutive three years.
3. The vendors should not have any complaint/court cases pending against it.
4. The vendor must have a full fledged office in Kolkata.
5. The vendor should have reputed firms in its current client list other than LIC.
6. The vendor must be GST compliant.

The cover should be superscribed as **“APPLICATION FOR EMPANELMENT OF OOH VENDORS AT LIC EASTERN ZONE”**.

NOTE:

1. Vendors who are in the current empanelment list must also apply afresh .
2. Vendors who have earlier been blacklisted/removed by any office of the Corporation are barred from applying. Their application will be rejected outright on finding out the same at any point of time, even if they are selected for empanelment by suppressing the fact.
3. Authentication Photocopy of the documents are to be submitted mandatorily as supporting documents with application forms. However, originals will have to be shown during on site inspection at a later date, if shortlisted in preliminary scrutiny.
- 4.The decision of the selection Committee in this regard will be final. The shortlisted vendors may be called for personal interaction. The decision of the Committee regarding selection is final and binding on all applicants. No correspondence in this regard will be entertained.
- 5.Submission of application will establish that the applicant has gone through the terms, conditions and procedure, and agreed to abide by the same.
6. LIC of India Eastern Zone reserves the right to accept or reject any of or all the applications without assigning any reason.

Annexure-1.

P R O F O R M A

**APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES ENGAGED WITH
DISPLAYS (MOVING, INDOOR, OUTDOOR & OTHERS) AND MAINTENANCE ACTIVITIES
OTHER THAN OOH HOARDINGS AND WALL PAINTINGS IN LIC'S PANEL, EZO,
KOLKATA-700072.**

1. Name of the Agency :
2. Registered address of Agency and
Telephone Number :
3. Address at other places :
4. Date of Registration / Regtn. 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 any court case is pending against
the agency :
10. Working experience with Advertisers/
Clients in PR/Publicity field
(Minimum 5 years) :
11. Names of the clients
(Minimum 5 Clients other than LIC) :

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 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 oblige 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:

Documents to be submitted:

1. Client list.
2. GST certificates
3. Audited balance sheets for last three years.
4. Copies of IT Returns for last three years.

