



Corporate Communications Department, LIC of India, Western Zonal Office, Mumbai

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## **Letter of Application for Empanelment of Advertising Agencies**

Ref:

Date:

To,

The Regional Manager (Corporate Communications),  
Life Insurance Corporation of India,  
Western Zonal Office  
Jeevan Bima Marg,  
Yogakshema  
**Mumbai- 400021.**

Dear Sir,

We, the undersigned, offer ourselves to be empanelled as an advertising agency in accordance with your advertisement dated **11.11.2025**. We hereby submit our response with all the desired information and documents. We hereby declare that we agree to all the Terms and Conditions of Empanelment and we comply with the same. We also declare that all the information and statements 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:



**Corporate Communications Department, LIC of India, Western Zonal Office, Mumbai**

**APPLICATION FOR EMPANELMENT OF ADVERTISEMENT AGENCIES WITH LIC, WESTERN ZONE**

| S. No | Details  |  |
|-------|--|--|
| 1     | Name of Agency/ Firm<br><br>(Type of Entity)   |  |
| 2     | Registered Address of Agency and telephone number (Landline & Mobile Number) & Email id  |  |
| 2a    | Registered Address of the Agency at Mumbai City, if different from the above (Landline & Mobile Number)                                |  |
| 3     | Address of office/s at other places  |  |
| 4     | Date of Registration (Please attach proof)<br>INS Registration Details   |  |
| 5     | GST no. and PAN Number (Please attach proof)   |  |
| 6     | (i)Head of the Agency & Designation (name & mobile no. & Email id)<br><br>(ii)Alternate contact person's name & mobile no. & Email id) |  |
| 7     | Staff strength with capabilities at our Zonal HQ i.e at Mumbai   |  |
| 8     | Staff strength at other cities in which present  |  |
| 9     | Whether Accredited with INS: Yes/No<br>(Attach latest certificate)   |  |



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| S. No   | Details  |   |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
|---------|--|---|---------------------|-----------------|-----------------|---------------------|---|---------|--|--|---|---------|--|--|---|---------|--|--|
| 10      | Has there been any Criminal Proceedings against the firm OR blacklisted by any authority or Court:<br>Yes/No<br>(if yes, give details)   |   |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
| 11      | Has there been any proceedings against the firm under Labour Law?<br>Has there been any tax related dispute Against your Agency/Firm   |   |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
| 12      | Details of working experience with advertising/clients in PR/Publicity field.<br>(Minimum 5years ) (Please attach proof)   |   |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
| 13      | Total number of clients :-<br>Names of existing clients (mention if PSU/Govt):-<br>(Minimum 5 clients other than LIC) (attach proof)   | 1. _____ 6. _____<br>2. _____ 7. _____<br>3. _____ 8. _____<br>4. _____ 9. _____<br>5. _____ 10. _____  |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
| 14      | <b>Annual Gross Income**</b> from Advertising/PR Activities for last 3 assessment years / Duly Certified by Chartered Accountants)<br>Supported by:<br>(i) CA Certificate (with UDIN) showing Annual Gross Income as well as turnover of last 03 Ass.years<br>(ii) Audited Balance Sheet with Schedules<br>(iii) Audited Profit & Loss Account with Schedules<br>(iv) Audited Revenue Account with Schedules<br>(v) Copies of Income Tax Returns /Assessment Orders<br><b>**Gross income means Gross receipts (ie.fee charged from clients for advertising) less expenses (shown on debit side of P&amp;L A/c towards advertising activities).</b> | <table border="1"> <thead> <tr> <th>Sl. No.</th> <th>Assessment Year</th> <th>Turnover (Crs.)</th> <th>Gross Income (Crs.)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2023-24</td> <td></td> <td></td> </tr> <tr> <td>2</td> <td>2024-25</td> <td></td> <td></td> </tr> <tr> <td>3</td> <td>2025-26</td> <td></td> <td></td> </tr> </tbody> </table> | Sl. No.             | Assessment Year | Turnover (Crs.) | Gross Income (Crs.) | 1 | 2023-24 |  |  | 2 | 2024-25 |  |  | 3 | 2025-26 |  |  |
| Sl. No. | Assessment Year  | Turnover (Crs.)   | Gross Income (Crs.) |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
| 1       | 2023-24  |   |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
| 2       | 2024-25  |   |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
| 3       | 2025-26  |   |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |
| 15      | Whether working for any other Life Insurance Company of India–Yes/No (if yes, give details)  |   |                     |                 |                 |                     |   |         |  |  |   |         |  |  |   |         |  |  |



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| S. No | Details   |  |
|-------|---|--|
| 16    | Whether Empanelled as Advertising Agency with LIC Central Office or any other Zone of LIC at present? Give details          |  |
| 17    | Whether you have been empanelled by LIC earlier? Or have you executed any works with LIC in the past. (Please attach proof) |  |
| 18    | Total Experience in the field of PR and Advertisement (Please attach proof)   |  |
| 19    | Whether you have been blacklisted by any Central / State Government/Bank /PSU Entity  |  |
| 20    | Profile of the Agency-details about your-   |  |
|       | (i) Office Location in Mumbai   |  |
|       | (ii) Studio/Infrastructure  |  |
|       | (iii) Media BuyingTeam  |  |
|       | (iv) Print/Electronic Events  |  |
|       | (v) Exhibitions conducted   |  |
|       | (vi) Event management infrastructure  |  |
|       | (vii) PR Wing   |  |
|       | (viii) Range of services offered by the Agency  |  |
|       | (ix) Outdoor advertising/ hoardings   |  |
| 21    | Accomplishments by your Company/Firm in the field of Advertisement worth mentioning   |  |



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|    |   |  |
|----|---|--|
| 22 | Whether experienced and qualified translators from English & Hindi to regional Languages Marathi and Gujarati and vice versa empanelled with you: Yes/ No |  |
| 23 | Whether registered as Micro or Small Entrepreneur (MSME): Yes/No<br>(Give Regn No and attach certificate)   |  |
| 24 | List of Awards won during last three years if any,(please give details & attach proof)  |  |

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false or suppressed, the Corporation reserves the right to reject the application and or/if empanelled, remove our name from the panel of empanelment agencies 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 at any stage.

**Signature of Authorized person:**

Signed at \_\_\_\_\_ dated \_\_\_\_\_

By \_\_\_\_\_ Designation \_\_\_\_\_

for \_\_\_\_\_ Agency.

**Seal of Agency.**

**\*Please note that each page of application form has to have the signature of the authorized person & seal of the agency.**