



Guwahati Divisional Office

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NOTE TO SENIOR DIVISIONAL MANAGER

Re : Empanelment of Firms/Companies/Dealers/Printing and Publicity Service providers/suppliers/Vendors/Distributors for supply of Competition prizes, Gift Articles, Mementos and Printing and Publicity, Event Management, catering Service and Travel Agencies at LIC of India, Guwahati Divisional Office.

As per the instructions laid down vide CO circular dated 21/04/2014 we are to maintain a list of approved Vendors/Firms/Dealers at Divisional office level for purchase of various Competition prizes, Gift items Mementos and Printing & Publicity. The current empanelment is valid up to 31/08/2026 and hence we are to call for fresh applications for empanelment through advertisement in local newspapers and Divisional Office and LIC website.

In addition to the above and subsequent to our discussion held on the above we may call for applications through advertisement for :

(A) Competition Prizes, e.g. Gift Items, Mementos, Crockery Items, Home appliances, Cloth /linen, Utility items, Electronic & Electrical Items, Assorted/Miscellaneous Items, Promotional Items.

(B) Printing and Publicity (CC activities), e.g. printing of leaflets, flexes and Display of hoarding/signages (including digital) and Wall painting.

(C) Tour & Travels (for conducting various Seminars outside the Headquarter)

(D) Catering Services (for conducting various Seminars/Meetings/Conferences)

(E) Event & Logistics Management (for conducting various Seminars/Meetings/Conferences)

We propose to publish the related advertisement in "The Assam Tribune", "Dainik Asom", Divisional Webpage and LIC website for the purpose.

As discussed we called for quotation from Upkar advertising agency, and they have quoted the rate for giving advertisement in news papers as follows :

The Assam Tribune (14 sq cm x 8 sq. cm) = 112 sq.cm @Rs. 315 per sq.cm = Rs.35280.00

Dainik Asom (14 sq cm x 8 sq. cm) = 112 sq.cm @Rs. 45 per sq.cm = Rs.5040.00

Total cost with GST (@ 5%) = Rs. 42336.00

We also propose the following schedules to complete the process.

1. Date of Publishing Advertisement : 02/08/2026
2. Issue of forms : From 04-08-2026 to 07-08-2026
3. Last Date & time of submission of : 14/08/2026 upto 15:00 hours
4. Cost of fee : Rs.250/-
5. Date for Application opening at 18/08/2026 15:00 hours

AO(Sales)

Placed before the competent Authority for recommendation

Manager(Sales)

Manager(Sales)

Placed before Senior Divisional Manager for decision / approval.

Dated : 29 /07/2026

Sr. Divisional Manager

Marketing Manager

Approved

Sr. Divisional Manager

Sr. Divisional Manager
LIC OF INDIA
Guwahati Divisional Office
Guwahati