CONDITIONS FOR EMPANELMENT

1. The Agency should not be on the panel of any other Life Insurance Company.
2. The Agency should be having an Average Gross Income of Rs.1 Crore or above.(Gross Income to be arrived as per definition given in Application Form for the Last three Financial years.2015-16,2016-17,2017-18). The provisional income statement certified by the auditor for the FY2018-19 also to be provided.
3. The Agency should be registered and should provide Registration, PAN as well as Goods and Service Tax details.
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 the Zonal Headquarters of LIC at Chennai.
7. The Agency should have at least 5 years standing.
8. The Agency should have at least five clients other than LIC out of which at least one of them should be a either a PSU or a Government Department.
9. The Agency should have the expertise/proficiency and resources to correctly translate in the regional languages Tamil and Malayalam from English and Hindi and vice versa.
10. The Agency should be able to handle activities across the media, such as media buying for press, radio, TV, Digital Media, OOH etc.

NOTE:

i. Advertising Agencies who were earlier on our panel can also apply for fresh empanelment.

ii. Advertising Agencies 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.

iii. 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.

iv. Advertising Agency which fulfills the criteria mentioned above will be shortlisted for presentation before the Publicity Advisory Committee. The presentation will cover points as mentioned in the prescribed application form.

v. 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 and the same are liable to be rejected.

vi. 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.

vii. Applications incomplete in any respect are liable to be rejected without any further reference.

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

Regional Manager (CC)