



LIFE INSURANCE CORPORATION OF INDIA

CENTRAL OFFICE, MUMBAI

EXPRESSION OF INTEREST

FOR

**EMPANELMENT OF MEDIA and DIGITAL ADVERTISING
AGENCIES**

Issued by:

**Life Insurance Corporation of India
Corporate Communications department
4th floor, West wing,
Central Office
Jeevan Bima Marg
Mumbai 400 021
www.licindia.in**

Email: agencyempanelment@licindia.com

TABLE OF CONTENTS

Sr No	Contents	Page No
1	Invitation for EOI	2
2	Advertisement	3
3	Disclaimer	4
4	Definitions	5
5	Introduction	5
6	Terms of Reference	6
7	Nature of work	6
8	Objectives	7
9	Scope of work	7
10	Eligibility criteria	9
11	Proposal evaluation & short listing of agencies	11
12	Submission of EOI	11
13	Other conditions	12
14	Time lines	13
15	FORMATS I TO VI	14-21

INVITATION FOR EXPRESSION OF INTEREST
LIFE INSURANCE CORPORATION OF INDIA
CENTRAL OFFICE, MUMBAI

Expression of Interest (EOI) is invited from media and digital advertising agencies of repute who can undertake advertising and publicity work for LIC. LIC intends to empanel Media agencies for Print, Electronic and Digital Media. These media agencies will be expected to conceptualize and design various media campaigns in keeping with the overall strategy of LIC. They will also be expected to propose and execute media planning and media buying. The term of contract is likely to be three years.

Eligible agencies having the requisite experience are invited to submit non-binding Expression of Interest (EOI) at the below mentioned address not later than 3.00 p.m. on Monday 24th October 2016.

Deputy Secretary, Corporate Communications Department,
LIC of India, Central Office
Yogakshema, West Wing, 4th floor,
Jeevan Bima Marg,
Mumbai 400 021
E-mail: agencyempanelment@licindia.com
Further details can be accessed in the 'Tenders' section at www.licindia.in

Yours sincerely,

Executive Director
(Corporate Communications)

Advertisement



Corporate Communications Dept., Central Office, 4th Floor,
Yogakshema, West Wing, J.B. Marg, Mumbai – 400 021

Expression of Interest for Shortlisting of Media and Digital Advertising Agencies

Life Insurance Corporation of India proposes to shortlist Media and Digital Advertising Agencies of repute for subsequent empanelment to handle publicity and media buying advertising activities. Details of the criteria are available under 'Tender' on www.licindia.in. Accredited agencies fulfilling the eligibility conditions can apply for short-listing giving full details as per proforma along with enclosures as required.

The sealed envelopes superscribed **"Response to EOI for empanelment of Media / Digital Advertising Agencies in LIC"** should be delivered in person to Deputy Secretary (CC), LIC of India, Corporate Communications Dept, Central Office, 4th floor, Yogakshema, West-Wing, J B Marg, Mumbai - 400021 on or before 3.00 pm on 24th October 2016.

Applications sent in envelope not superscribed as above are liable to be disqualified.

LIC of India reserves the right to accept or reject any or all of the proposals without assigning any reason(s)

Executive Director (CC)

04.10.2016

Disclaimer

1. This document is being published in order to enable the applicants to make an offer for short-listing as Media and Digital advertising agency by Life Insurance Corporation of India (hereinafter called LIC)
2. This document does not constitute nor should it be interpreted as an offer or invitation for selection of Media and Digital advertising agency described here.
3. This document is meant to provide information only and upon the express understanding that recipients will use it only for the purposes set out in this document. It does not purport to be all inclusive or contain all the information about Media and Digital advertising agencies or to be the basis of any contract. No representation or warranty, expressed or implied, is or will be made as to the reliability, accuracy or the completeness of any of the information contained herein. It shall not be assumed that there shall be no deviation or change in any of the herein mentioned information on Media and Digital advertising agencies. While this document has been prepared in good faith, neither LIC nor any of its Officers or subscribers make any representation or warranty or shall have any responsibility or liability whatsoever in respect of any statements or omissions here from. Any liability is accordingly and expressly disclaimed by LIC and any of its Officers or subscribers even if any loss or damage is caused by any act or omission on the part of LIC or any of their officers or subscribers, whether negligent or otherwise.
4. By acceptance of this document, the recipient agrees that any information herewith will be superseded by any subsequent written information on the same subject made available to the recipient by or on behalf of LIC. LIC and any of their officers or subscribers undertake no obligation, among others, to provide the recipient with access to any additional information or to update this document or to correct any inaccuracies therein which may become apparent, and they reserve the right , to change the procedure for the selection of Media and Digital advertising agencies or any part of the interest or terminate negotiations or the due diligence process, at any time and without advance notice, prior to the signing of any binding agreement.

1. Definitions / Abbreviations used

- a) **"ADEX"** means Advertisement expenditure
- b) **"Agency"/"Applicant"** means the company responding to this Expression of Interest.
- c) **"AIR"** means All India Radio
- d) **"ASCI"** means Advertisement Standards Council of India
- e) **"Assignment"** means the work to be performed by the Agency.
- f) **"Campaign"** means an activity undertaken by or on behalf of LIC for creating awareness about products/ services for a definite/ limited period of time, predefined, through print/electronic/digital or any other media.
- g) **"CEC"** means Consultancy Evaluation Committee
- h) **"Gross Income"** means Gross Receipts (i.e. only fee charged from clients for advertising activities) less expenses (shown on debit side of P/L a/c) towards advertising activities
- i) **"INS"** means Indian News Papers Society
- j) **"LIC"** means LIFE INSURANCE CORPORATION OF INDIA
- k) **"Official Indian languages"** means languages appearing in the Eighth Schedule of the Constitution of India
- l) **"Party"** means LIC or the Agency, as the case may be, and **"Parties"** means both of them.
- m) **"RFP"** means the Request for Proposal published by LIC
- n) **"BARC"** means Broadcast Audience Research Council of India

2. Introduction

- 2.1 LIC established under Section 3 of the LIC Act, 1956, is the largest life insurer in India, servicing more than 29 Crore in-force policies through 8 Zonal Offices, 113 Divisional Offices, 2048 Branch Offices, 1401 Satellite Offices and 1240 Mini Offices as on 31.03.2016. LIC has a strong workforce of more than 1 Lac employees & over 10 lakh Agents and has sold more than 205 Lakh new policies in the Financial Year 2015-16.
- 2.2 Over the years, LIC has introduced many innovative products in the market and has a history of steady growth. LIC has constantly improved its services, powered by strong IT support. While the Branch Office remains the basic servicing unit, LIC has introduced centralized service structures like Customers/Agents Portal & Call Centers as well as further extended its services through Satellite offices, Bima Connect offices, Premium Points and Mini offices. As a result of continued innovation in products and services, LIC continues to be the market leader.

2.3 LIC as a brand is iconic and has the trust and confidence of India. LIC aspires to further enhance its reach to the people of India, create total brand recognition and be the preferred choice of customers in the Indian Life Insurance market. In its endeavor to reach out to all people in India, it has a presence across all media. It has a wide product array, excellent performance standards and brand recall. LIC has won many accolades for its products, performance and as a brand. LIC has been using and proposes to use the services of media agencies for furthering its reach and brand recall. The selected agencies will assist us to achieve LIC's objectives.

TERMS OF REFERENCE (TOR)

LIC requires that the agency provide professional, objective and impartial advice and at all times hold LIC's interest paramount, strictly avoiding conflicts with other assignments / jobs or their own corporate interest. The agency should always work within the regulatory framework of the insurance industry as well as of the concerned medium or channel of communication.

3. Nature of work :

To strengthen the LIC brand in the existing and emerging consumer markets, LIC intends to empanel

- i) **Media Agencies**
To handle the Publicity, conceptualizing, designing, media planning, media buying and release of advertisements for print and electronic media i.e. TV and radio.
- ii) **Digital Agencies**
To handle the Publicity, conceptualizing, designing, media planning, media buying and release of advertisements on the Internet, social media, mobile and other new digital media.

Applicants can apply for one or more categories as mentioned above. **The Applicants should submit separate applications for each category. However, only one application should be sent for each category by an applicant.**

4. Objectives

LIC intends to appoint media agencies for:

- 1. Print and Electronic Media**
- 2. Digital Media**

The agencies will be expected:

1. To handle the advertising including conceptualizing, design, release of advertisements and promotion of LIC's products/services.
2. To handle communications and related services.
3. To strengthen the iconic brand of LIC, reinforce brand connect with existing and emerging markets and to disseminate information.
4. To enhance visibility and to help generate business.
5. To reach out to various segments through various media of communication and to familiarize them with the concept of life insurance, various LIC products, LIC agency as a career and services of LIC so as to make it the preferred choice of customers.
6. To propose and execute media planning and media buying in the most cost effective manner.

5. Scope of Work

Scope of work for Media agencies

The Media Agencies will assist LIC in:

1. Advising on Strategy and Corporate advertisement campaigns.
2. Conceptualizing, designing and release of advertisements.
3. Managing product launches.
4. Identifying publications, Radio/TV Channels that have a good reach with the public.
5. Identifying the timing for running advertising campaigns (media-planning).
6. Placing of advertisements (media buying) with publications, Radio/TV stations on behalf of LIC.
7. Production of Radio jingles, TVCs, short films/promos as per LIC's needs.
8. Arranging for translations of the advertisements in Official Indian languages.
9. Handling media management.
10. Any other communication related assignment where LIC is associated.
11. Monitoring and Reporting on campaign performance.
12. Design and artwork for Sales brochures, pamphlets and other related material for the brand, products and events.
13. Arrange press-meets, Interviews of the officials of LIC with various publications, Radio and TV channels.
14. Running customer awareness campaigns.

Scope of work for Digital agencies

1. Analysis of latest internet and mobile advertising methodologies.
2. Identifying sites with relevant reach vis-a-vis target groups on which LIC should be present.
3. Development of Design and artwork for material/message for website properties as per LIC's needs.
4. Evaluate Internet advertising campaigns and provide suggestions for improvement.
5. Digital media planning and buying on social media sites and important websites.
6. Provide creative for Internet, mobile and other emerging media.
7. Advise on other evolving media.
8. Any other digital communication-related jobs where LIC is associated.
9. Email and SMS marketing – Strategy, campaign design and delivery
10. Monitoring the internet/social/cyber space for LIC related content, references and citations and reporting.

6. Eligibility Criteria

Media Agency

The applicant should be a Media Agency which

Sr No	Criteria	Supporting Documents	FORM NUMBER
1	Should have PAN number and Service Tax registration number.	Details in Format II	Format II
2	Should have accreditation with INS, ASCI, AIR and Doordarshan and membership of BARC and ADEX.	Accreditation Certificates with each institution to be attached	Format II
3	Should have experience of at least 5 years in the field of Publicity	Work Orders supporting year and Areas of activity	Enclose Annexures
4	Should have a full fledged office in Mumbai.	As in Format II	Format II
5	Should have a sound financial position. Minimum Gross Income should not be less than Rs.20 crore during each of the last three accounting years.	Certified copies of audited Revenue A/C, P&L A/C, and B/S to be produced. Accounting years 2013-14, 2014-15, 2015-16 (Accounting year may be financial year or calendar year*) Additionally, certificate from CFO /CA certifying that Gross Income is from the relevant media advertising only.	Enclose Annexures
6	Should be desirous of working exclusively for LIC in the insurance sector	Declaration in format IV	Format IV
7	Should have their own creative team, studio and the infrastructure for print, electronic, outdoor, event management, exhibition and trade fairs, film Production and Media Buying unit.	Give details as per Format III & V	Format III & Format V
8	Should have the necessary infrastructure for copywriting and translation from/into English and from/into Official Indian languages.	Details of Employees	Format V
9	Should deliver the services 24 X 7.	Details of Contact Person/s	Format V

*calendar year will be 2013, 2014 and 2015

6.1 Digital Agency

The applicant should be a **Digital Agency** which:

Sr No	Criteria	Supporting Documents	FORM NUMBER
1	Should have PAN number and Service Tax registration number.	Details in Format II	Format II
2	Should have at least 3 years experience in the field of Digital advertising and social media.	Work Orders supporting year and Areas of activity	Enclose Annexures
3	Should have a full fledged office in Mumbai.	As in Format II	Format II
4	Should have a sound financial position. Minimum Gross Income should not be less than Rs.5 Crores from digital advertising during each of the last three accounting years.	Certified copies of Revenue A/C, P&L A/C and B/S to be produced). Accounting years 2013-14, 2014-15, 2015-16 (Accounting year may be financial year or calendar year*). Additionally, certificate from CFO /CA certifying that Gross Income is from the relevant media advertising only.	Enclose Annexures
5	Should be desirous of working exclusively for LIC in the insurance sector	Declaration in format IV	Format IV
6	Should have their own creative team and the infrastructure for production, Media Buying, online reputation management, internet advertising.	Name and Profile of persons handling creative, media buying, Online reputation management and Internet advertising.	Format III & V
7	Should have the necessary infrastructure for copywriting and translation from/into English and from/into Official Indian languages.	Names of translators and copy writers or nature of arrangement for copywriting/ translation.	Format III & V
8	Should deliver the services 24 X 7	Declaration and details of contact person/s	Format V

*calendar year will be 2013, 2014 and 2015

7. Proposal Evaluation & Short-listing of Agencies

- 7.1** A Consultancy Evaluation Committee (CEC) constituted by LIC will scrutinize all the applications received. The documents submitted by the applicants in connection with EOI will be examined by the Consultancy Evaluation Committee. The applications which do not meet the eligibility requirements are liable to be rejected. The committee will prepare a short list of agencies based on the eligibility criteria and parameters laid down in the EOI documents.
- 7.2** Those agencies that are shortlisted after evaluation by the CEC shall be sent an invitation to submit their bids as per a Request for Proposal (RFP) document to be prepared by LIC. The discretion lies with LIC to issue RFP only to the shortlisted agencies or to issue an open RFP.
- 7.3** LIC has the discretion to issue separate RFP for one or more categories of agencies.
- 7.4** LIC also has the discretion to cancel the empanelment process for one or more categories of agencies at any stage without assigning any reason/s.

8. Submission of EOI

- 8.1** The documents related to the EOI should be put in a sealed envelope super-scribed **“Response to EOI for Empanelment of Media / Digital Advertising Agencies in LIC”**. (Tick whichever is applicable). Application for each category should be put in a separate envelope super-scribed mentioning the category applied for. If the applicants are applying for more than one category all envelopes containing applications for each category separately should be put in a single envelope and super-scribed **“Response to EOI for Empanelment of Media / Digital Advertising Agencies in LIC”**.
- 8.2** The last date for submission is Monday, 3.00 p.m. of 24th October 2016.
- 8.3** Documents are to be delivered in person on any LIC working day between 11.00 a.m. and 5.00 p.m. from Monday to Friday and between 11.00 a.m. and 1.00 p.m. on Saturday at the following address, subject to the provisions of clause 8.1 and 8.2 given above.

Deputy Secretary, Corporate Communications Department,
LIC of India, Central Office
Yogakshema, West Wing, 4th floor,
Jeevan Bima Marg,
Mumbai 400 021
E-mail: agencyempanelment@licindia.com

9. EOI documents which are received after the date and time mentioned in 8.2 or are not delivered as per the provisions of clause 8.3 above will be rejected.
10. The Bids will be opened at 3.30 p.m. in the Conference Hall, LIC of India, Central Office, 4th Floor, East Wing, Jeevan Bima Marg, Mumbai- 21. The bids will be opened in the presence of authorized representatives of applicants who choose to be present at the time of bid opening. The representative should carry his identity card. Only one representative per applicant will be allowed entry.
11. A declaration is to be submitted by the applicant that the applicant has not been blacklisted by any Government organizations/ Autonomous bodies.
12. The applicants / respondents shall bear all the costs associated with the preparation and submission of their responses. LIC is not bound to accept any response and reserves the right to annul the shortlisting process at any time without thereby incurring any liability in any form.
13. This document is only a request for information and not a Request for Proposals. Without limiting its rights in law or otherwise, LIC reserves the right in its absolute discretion, at all times, in relation to accepting or rejecting any EOI response, varying or discontinuing the EOI and related processes. LIC shall not be bound to give reasons for any decision made under this clause and its decision will be final and binding on all respondents to this EOI.
14. Governing Laws/ jurisdiction: All matters relating to this activity shall be governed by the Laws of India. Courts at Mumbai shall have the jurisdiction to decide or adjudicate on any matter which may arise.
15. We welcome all queries and clarifications that you may have, with regard to the information provided in this document. All queries will be accepted only through email- agencyempanelment@licindia.com . Our responses will be published in 'Tenders' link on LIC website www.licindia.in

Time lines

Issue of Advertisement	04.10.2016
Pre-EOI meeting	13.10.2016 (11.30 am to 1.00 pm)
Last date for receipt of queries by email	15.10.2016
Last date of publication of clarifications on LIC website	18.10.2016
Last date for Submission of responses	24.10.2016 by 3.00 pm
Opening of responses received	24.10.2016 at 3.30 pm

LETTER OF EOI SUBMISSION

REF:

[Location, Date]

To,
Executive Director (Corporate Communications),
Life Insurance Corporation of India,
Central Office,
Yogakshema, West Wing, 4th Floor,
Jeevan Bima Marg,
Mumbai - 400021,
INDIA.

Dear Sir,

We, the undersigned, offer ourselves to be empanelled as Media/Digital advertising agency in accordance with your EOI dated 04.10.2016 We hereby submit our response with all the desired information and documents.

We hereby declare that all the information and statements made 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 Agency:

Address:

AGENCY'S ORGANISATION AND EXPERIENCE

1	Name of the Agency	
2	Regd. address of agency at Mumbai. (proof of address to be enclosed)	
3	Date of Registration/Registration No.	
4.	Income Tax Permanent Account Number (PAN)	
5	Service Tax Registration Number	
6	Applying for Media/ Digital Agency (Pl. apply separately in case applying for one or more)	
7	Name of the Head of the agency & designation, Phone No./ Mobile No and email id.	
8	Other cities in which present (list of offices with addresses to be enclosed)	
9	If media agency, whether accredited member with (please attach certificates for each accreditation/membership)	
	(I) INS	
	(II) AIR	

	(III) DOORDARSHAN	
	(IV) ASCI	
	(V) BARC	
	(VI) ADEX	
10	Working experience specifying number of years (Format VI)	
	(i) Clients in Media and Digital field (Details thereof including no. of years) (Formats VI)	
	(ii) Profile of Key Personnel: (Format V) a) Creative Director b) Art Director c) Media Expert	
	(iii) Experience with Public Sector Undertakings (Corporates & Banks) (Details thereof including no. of years) (Format VI)	
11**	Gross income* in last three years (Please attach certified copies of audited revenue accounts, profit and loss account showing income from advertising & Balance Sheets for the last 3 financial years: (Please specify accounting year whether financial year or calendar year) Additionally, certificate from CFO /CA certifying that Gross Income is from the relevant media advertising only.	
	2015-16	
	2014-15	
	2013-14	
12	Whether currently working for any other Insurance Company in India. (If yes, details thereof.)	

13	Is the agency willing to work exclusively for LIC in the insurance sector?	
14	Earlier experience of working with LIC/other insurance companies or their sister concerns.	
15	Does the agency have its own creative team, studio & the infrastructure for print, electronic, out door, event management, exhibition & trade fairs, film production, media buying unit, internet advertising?	
16	Does the agency have necessary infrastructure for copy writing & translation in English and official Indian languages?	
17	Is the agency ready to deliver the services 24 x 7?	
18	Are there any legal cases pending against your company?	

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

**** For financial year ending December three years will stand for calendar year 2013, 2014, 2015 respectively.**

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false, LIC reserves the right to remove our name from the panel, if empanelled, with immediate effect and LIC's authority in this regard is full and final. We understand and agree that the empanelment does not obligate LIC in any manner. We also understand that LIC has the right to cancel the name of the agency from the approved lists at its absolute discretion at any time during the term of the empanelment.

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency:

OFFICE INFRASTRUCTURE

Profile of the Agency:

1	Staff strength in Mumbai Office:	
2	Agency's presence at our other 7 Zonal HQs cities* and any metros/ major cities.	
3	No. of persons to be assigned for LIC support team at Mumbai (incl the creative team). Profiles to be enclosed. Format - V	
4	Studio Infrastructure Yes/No, If yes details	
5	Film production facility Yes/No, If yes details	
6	Exhibitions infrastructure Yes/No, If yes details	
7	Event management infrastructure Yes/No, If yes details	

* LIC has 8 Zonal Head Quarters including one at Mumbai. Other 7 Zonal head quarters at Bhopal, Chennai, Delhi, , Hyderabad, Kanpur, Kolkata and Patna.

A) INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

Are there any activities carried out by your firm or Group Company which are in conflict with the scope of work set out in this EOI document ? If yes, please furnish details of any such activities.

If not, please certify as below:-

We hereby declare that our firm, our associate / group firm are not involved in any such activities which are in conflict with the scope of work set out in this EOI Document. We also acknowledge that in case of misrepresentation of the information, our proposals / contract may be rejected / terminated by LIC at its sole discretion, which shall be binding on us.

B) FIRM'S DECLARATION THAT THEY ARE READY TO WORK EXCLUSIVELY FOR LIC IN THE INSURANCE SECTOR

We hereby declare that we as an advertising Agency are not working for any other Insurance co. in India

OR

We hereby declare that presently we are working as an advertising agency, with, an Insurance Co. However if selected for the empanelment of Advertising Agencies of LIC, we hereby undertake to sever ties with the said client from the said date of selection by LIC and undertake that we shall not accept any media related assignment of any other Insurance Co. during the term of empanelment with LIC.

(Strike out whichever is not applicable)

Authorized Signature [In full and initials] :

Name and Title of Signatory:

Name of Firm:

Address: SEAL

Date:

FORMAT FOR TEAM COMPOSITION

(A)

Sr No.	Name & Qualification	No. of years of experience in the field of media/Advtg.	Whether employee of agency	Task to be assigned

(B) C.V. of proposed Key professionals:

General Information	
Name of the person	
Current Designation / Job Title	
Current job responsibilities	
Proposed Role in the Project	
Proposed Responsibilities in the Project	
Academic Qualifications:	
Degree	
Academic institution graduated from	
Year of graduation	
Specialization (if any)	
Key achievements and other relevant information (if any)	
Professional Certifications (if any)	
Total number of years of experience	
Number of years with the current company	
Summary of the Professional / Domain Experience	

(C) Name, address, mobile number and email id of contact person who shall be available for contact 24x7

Format VI

FORMAT FOR DETAILS OF CLIENTS

Sr	Name of Client	Year of Association	Type of campaign	Revenue from the client

**END
OF
DOCUMENT**