



**Central Zone, Bhopal**  
**LIC of India, Central Zonal Office,**  
**60-B, Arera Hills, Hoshangabad Road, Bhopal**

## **NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES**

Applications are invited from the Advertising Agencies having their full-fledged Office at Bhopal for inclusion in the panel of Advertising Agencies at Life Insurance Corporation of India, Central Zonal Office, Bhopal (hereinafter referred to as “The Corporation”) for carrying out our Publicity & PR activities in the states of Madhya Pradesh and Chhattisgarh. The Advertising Agencies desirous to be and fulfilling the following Eligibility Criteria and other Conditions may apply as per the Application proforma attached herewith.

The application(s) in the prescribed Application Proforma along with the required enclosures should be kept in a sealed envelope super scribed “**Application for the inclusion in panel of Advertising Agencies**” and an Application fee of Rs. 2000/- (Rupees Two thousand only) plus GST of 18%, i.e. for a total of Rs. 2360/- (Rupees Two thousand three hundred sixty only) in the form of Demand Draft in favour of LIC OF INDIA payable at Bhopal are to be submitted by the desirous Advertising Agencies. The Application fee is non-refundable.

**The above mentioned sealed envelope along with the Application fee is to submitted at the following address on or before 5 pm on 26.12.2023 –**

**Regional Manager (CC)**  
**Corporate Communication Department,**  
**LIC of India, Jeevan Shikha,**  
**Central Zonal Office,**  
**60-B, Arera Hills,**  
**Hoshangabad Road,**  
**BHOPAL – 462 011 (MP)**

If the last date of submission of Application happens to be a public holiday for LIC, Bhopal the next working day will be treated as last date of receipt of application. The time of 5 pm remains the same.

## **ELIGIBILITY CRITERIA**

1. The Agency should have a full-fledged Office in the city of Bhopal.
2. The Agency should have at least 5 years standing.
3. The Agency should be accredited by the Indian Newspaper Society (INS).
4. The Agency should not be in the panel of any other Life Insurance Company.
5. The Agency should be financially sound.
6. The Agency should be properly registered and should provide Registration as well as Service Tax details.
7. The Agency should have at least 5 clients other than LIC.
8. The Agency should have the required expertise to be able to correctly translate in Hindi and English languages.
9. The Agency should be able to handle activities across media such as media buying for press, outdoor advertisements, Radio, TV, newspapers etc.

## **OTHER CONDITIONS**

- a. Advertising Agencies who are currently on our panel and/or have been on our panel can also apply for fresh empanelment.
- b. Advertising Agencies who have been blacklisted / removed earlier by any office of LIC of India and/or any PSU, Govt. Deptt. are not eligible to apply. If applied, their applications will not be considered / will be cancelled even if they are selected for empanelment on discovery by suppressing the fact of them being blacklisted / removed.
- c. Authenticated Photocopy of the required documents should be mandatorily submitted as proofs with application form. However, originals will have to be produced for verification at a later date as and when required.
- d. The shortlisted vendors may be called for personal interaction / presentation before the Selection Committee. The decision of the Selection Committee shall be binding and final and binding on all applicants. No correspondence whatsoever shall be entertained in this respect.
- e. The Corporation bears no responsibility for applications received after due date and time and the same are liable to be rejected.
- f. Mere submission of the Application for Empanelment by the Applicant does not confer any right to empanelment.
- g. The Corporation reserves the right to accept or reject any or all of the applications or cancel the process of empanelment without assigning any reasons thereof.
- h. The Corporation shall neither be held liable nor is obligatory on its part to inform the applicant the grounds of any such action.
- i. The Corporation reserves the right to revise any minimum eligibility criteria for empanelment depending on the response.
- j. Applications incomplete in any respect or without the required documents as listed in the Application form are liable to be rejected without any further reference.
- k. The criteria mentioned above are prescribed to evaluate the capabilities of the Agencies. It does not imply that the outdoor advertisements or the hoardings or any other media are required to be procured only through the Advertising Agencies.

Regional Manager (Corporate Communications)

# PROFORMA

## APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES WITH US

1	NAME OF THE AGENCY	
2	REGISTERED ADDRESS & CONTACT NUMBER (Proof of address to be enclosed)	
3	OTHER CITIES IN WHICH PRESENT (List of Offices with addresses to be enclosed)	
4	DATE OF REGISTRATION / REGISTRATION NUMBER (Copy of Registration to be enclosed)	
5	INCOME TAX PERMANENT ACCOUNT NUMBER (PAN) (Copy to be enclosed)	
6	SERVICE TAX REGISTRATION NUMBER (Copy to be enclosed)	
7	HEAD OF AGENCY, DESIGNATION, CONTACT NUMBER (Mobile No.) & Email ID	
8	STAFF STRENGTH (AT BHOPAL)	
9	WHETHER ACCREDITED WITH INS (Please attach certificate of accreditation)	
10	WHETHER ANY COURT CASE IS PENDING AGAINST THE AGENCY	
11	WORKING EXPERIENCE WITH CLIENTS / ADVERISERS IN PR & PUBLICITY FIELD	
12	NAMES OF THE CLIENTS (minimum 5 clients other than LIC)	

13	ANNUAL GROSS INCOME FOR THE LAST 3 FINANCIAL YEARS (Gross Income refers to Gross Receipts,[i.e. fee charged from clients for advertising] less expenses [shown on the debit side of P&L account towards advertising activities] (Please attach the audited certified copies following for the last three years – Balance Sheet with Schedules, Profit & Loss Account with Schedules, Revenue Account with Schedules and certified copies of Income Tax returns.	<b>YEAR</b>	<b>GROSS INCOME (Gross Receipts – Expenses)</b>
14	WHETHER WORKING FOR ANY OTHER INSURANCE COMPANY IN INDIA OR OFFICE OF LIC OF INDIA (If Yes, details thereof)		
15	PROFILE OF THE AGENCY – details regarding	<b>Studio / Infrastructure</b>	
		<b>Media Buying Team</b>	
		<b>Print / Electronic Events</b>	
		<b>Exhibitions conducted</b>	
		<b>Event Management Infrastructure</b>	
		<b>PR Wing</b>	
		<b>Range of Services offered</b>	
		<b>Outdoor Advertising /</b>	

		Hoardings
16	WHETHER ANY EXPERIENCED OR QUALIFIED TRANSLATORS FOR REGIONAL LANGUAGES EMPANELLED WITH YOU (specify the languages)	
17	LIST OF AWARDS WON DURING THE LAST 3 YEARS	

We certify that the above particulars are correct to the best of our knowledge and belief and we understand and agree that if any statement and/or statements is found to be false or suppressed or misrepresented, the Corporation reserves the right to reject the application and / or if empanelled remove our name from the panel with immediate effect and the Corporation's decision in this matter is final and binding.

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.

\_\_\_\_\_  
Signature of the Authorized person

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

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

Seal of Agency