



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

Central Office, Marketing Department:

3rd Floor, Yogakshema Building, West Wing, Jeevan Bima Marg, Nariman Point, Mumbai 400 021.

Ref: Mktg./Oprns./Comp/2023-24

Date: 30.11.2023

**All Zonal Managers, Regional Managers (Mktg.)
Senior Divisional Managers & Branch In-charges**

Re: "UTSAV" - New Business Campaign for Agents

We are pleased to float the captioned New Business Campaign for Agents. The details of the Campaign are as follows:

Campaign Period: 01.12.2023 to 31.12.2023

Basic Qualifying Conditions: - Agents should complete minimum 3 Policies during Campaign period.

Qualifying Conditions and Awards:

Level	Performance Parameter	Award
I	On completion of FPI (SP + NSP) of Rs. 3 Lakhs during the campaign Period	Rs. 2000/-
II	Thereafter, on completion of every block of FPI (SP + NSP) of Rs. 1 Lakh upto Rs.1 Crore during the campaign period	Rs. 1,000/-
III	Thereafter, on completion of every block of FPI (SP+ NSP) of Rs.1 Lakh for FPI more than Rs.1 Crore and upto Rs. 2 Crore during campaign period	Rs. 1,200/-
IV	Thereafter, on completion of every block of FPI (SP+ NSP) of Rs.1 Lakh for FPI more than Rs. 2 Crore during campaign period	Rs. 1,500/-

Maximum Cash Award under the campaign is capped at Rs. 25,00,000/- per Agent.

For the purpose of this campaign, an Agent means a person who is appointed as an Agent under Life Insurance Corporation of India (Agents) Regulations, 2017 & holding a valid Appointment Letter. Such Agents of all Marketing Channels are eligible for award under this campaign.

In case the campaigns are floated by any other office/s of the Corporation during the similar period of captioned campaign i.e. 01.12.2023 to 31.12.2023, the Agent will be eligible only for the highest amount of prize/cash award payable under any one campaign.

Additional Conditions:

1. Credit for New Business will be given in those cases where proposal is introduced and completed during the campaign period as well as in those cases where proposal is "introduced with full premium" as proposal deposit in the Branch during campaign period but the proposal is completed after the date of closure of campaign but within 15 days after closure of the campaign by depositing balance amount arising out of underwriting decision, if any, resulting in increase of premium.
 2. Care should be taken to exclude New Business where cheques are dishonoured or proposals/policies are cancelled.
 3. For the purpose of this campaign, New Business procured under P & GS & Micro-Insurance will not be taken into account.
 4. **An Agent would be disqualified if:**
 - a. Any action is taken against him/her under Life Insurance Corporation of India (Agents) Regulation 2017;
- OR**
- b. Acts in a manner prejudicial to good conduct or prejudicial to the interests of the Corporation.

The Zonal Manager shall be the Competent Authority to take decision in respect of cases falling under (a) and/or (b) above, depending on the merit of the case.

Zonal Manager is the Competent Authority to finalise the results and disburse the award. Approved result should be sent to Central Office by **31st January, 2024 (Hard & Soft copy)**.

Executive Director (Marketing/PD) reserves the right to add, delete or modify any of the rules of the campaign. In case of doubts or dispute, his decision will be final and binding.

Executive Director (Marketing/PD) & CMO

Note : - This document is the property of the Life Insurance Corporation of India and its reproduction in any form and/or transmission and/or publication on any social medium without the express permission of Life Insurance Corporation of India will be treated as a violation of Life Insurance Corporation of India (Staff) Regulations, 1960, as amended from time to time, and the relevant provisions of the Information Technology Act, 2008.