

December 20, 2023

All HODS of Central Office  
ALL Zonal offices,  
All Divisional Offices,  
All Branch Offices & Satellite Offices,  
MDC, STCs & STCs

Dear Sir/Madam,

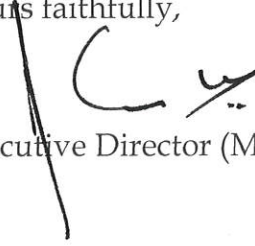
**Re : Further clarification - 10% rebate on premium to Agents of  
LIC of India for purchase of LIC's Jeevan Utsav Policy on  
Own life/ Life of Spouse &/or Children.**

This is further to the Circular dated 15<sup>th</sup> December, 2023 regarding the captioned matter. It is hereby clarified that in all cases wherein an Agent desires to avail the benefit of 10% rebate on the tabular premium of base plan as well as rider premium (if opted) on purchase of LIC's Jeevan Utsav (Plan No. 871), the Branch Manager In-charge / ABM (Sales) / BM (Sales) shall have to submit the MHR (eMHR wherever applicable). The MHR shall be filled in the Form No. 380.

This is in addition to all other provisions as per the Circular Ref. CO/Mktg./ZD/A/42/2023, dated 15.12.2023.

Thanking you,

Yours faithfully,



Executive Director (Mktg./PD) & CMO