

Ref : CO/Mktg./ZD/A/1/2024

Date: 01.01.2024

To

All HODs of Central Office
 All Zonal Offices,
 All Divisional Offices,
 All Branch Offices & Satellite Offices
 Audit & Inspection Departments
 MDC, ZTCs & STCs

Re : "ELITE Club"

We are pleased to introduce LIC's pre-eminent club, the "ELITE Club", to promote the professional aspirations of our consistent and top performing Agents. The club has four levels of eligibility, to inspire our top performing agents, achieve superlative performances.

The ELITE Club will be effective from the Membership Year 2024-25 which will run from 1st September, 2024 to 31st August, 2025. The first qualifying financial year will be from 1st April, 2023 to 31st March, 2024.

The qualifying conditions, for Entry into the club and for Continuation in the club are as mentioned below:

 I. Eligibility Criteria :
For Entry -

- Qualifying Year - would be a Financial Year
- Preceding Financial Year- Would be the financial year preceding the qualifying financial year.

(First Year Commission includes the FYC paid only on LIC Business, excluding any Bonus Commission and Commission paid on P&GS/MF Business).

Slabs of ELITE Club	First Year commission in Qualifying Financial Year	First Year commission in F.Y. preceding the Qualifying Financial Year
1	Rs.35 Lakhs	Rs.35 Lakhs
11	Rs.50 Lakhs	Rs.50 Lakhs
12	Rs.75 Lakhs	Rs.75 Lakhs
13	Rs.100 Lakhs	Rs.100 Lakhs

For Continuation -

Slabs of ELITE Club	First Year commission in Qualifying Financial Year	First Year commission in F.Y. preceding the Qualifying Financial Year
E	Minimum Rs. 30 lakhs	
	Rs.70 lakhs FYC put together in QFY and FY preceding the QFY	
E1	Minimum Rs. 45 lakhs	
	Rs.100 lakhs FYC put together in QFY and FY preceding the QFY	
E2	Minimum Rs. 65 lakhs	
	Rs.150 lakhs FYC put together in QFY and FY preceding the QFY	
E3	Minimum Rs. 85 lakhs	
	Rs.200 lakhs FYC put together in QFY and FY preceding the QFY	

- **Lapsation Ratio:**

First Year lapsation i.e. Lapsation of the Policies completed during the immediate preceding Financial Year should not be more than 10% as on 31st March of the Qualifying Financial Year.

For example :

While reckoning club membership for the M.Y. 2024-25 (Qualifying Financial Year 2023-24), the first year lapsation ratio for the Financial Year 2022-23 as at 31.03.2024 will be considered.

- **In addition to the above criteria-**

Club Membership will be subject to, completion of 15% of the policies or 5 Policies; whichever is higher, through ANANDA, in every Qualifying Financial Year.

- **Interaction with New Entrants :**

Club membership will be effective from 1st September of every year and the qualifying criteria will be the Agent's new business of the relevant financial year/years.

The Zonal Manager (I/C) will be the Competent Authority to admit the agent into "ELITE Club".

Agents who have fulfilled the required business norms for ELITE club will have an interaction with a committee formed at the zonal level and will be admitted to the club by the Zonal Manager (I/C), considering the suitability of the agent.

II. Agency with Other Insurer :

If any member/s of an LIC agent's family has taken Agency/Corporate Agency or is a Specified person / Financial Services Executive or Life Insurance Broker or Direct Sales Executive with any other Life Insurer, then the agent working with LIC shall not be eligible for Grant / Continuation of Membership of this Club.

The definition of members of family of an agent shall include the following or as amended from time to time:

- i. Spouse
- ii. Children including adopted and step children
- iii. Parents, Brothers, Sisters and immediate In-laws

III. Benefits Payable -

The members of the "ELITE Club" are eligible for the following benefits:

A. Advances -

The members of ELITE Club are eligible for various advances against their renewal commission as per the provisions of "Scheme of Advances for Agents" 2001, and as revised from time to time.

1. Interest free Advance for purchase of four wheeler -

Actual Price of the Car (Ex-showroom + Road Tax)

OR

Immediate last two Year's Renewal Commission

OR

Rs.50,00,000/-

} whichever is less

(If later, the Agent does not qualify for the "ELITE Club", then Interest will be levied on the outstanding advance as per the extant provisions of Scheme of Advances for Agents, 2001).

Competent Authority to sanction the Advance -

Upto Rs.30 lacs - ZM (I/C)

Above Rs.30 lacs & Upto 40 lacs - ED (Marketing)

Above Rs.40 lacs & upto 50 lacs - Managing Director

Note :

As a one-time relaxation, the car loan for the purchase of superior model car shall be considered for the members of ELITE Club who have already availed car advance under Scheme of Advances to Agents,2001, subject to repayment of the outstanding advance of the existing car advance in one lump sum.

2. Other advances shall be at par with the Corporate Club, as per Scheme of Advances, 2001, revised from time to time.

(Conditions, Quantum and Process for granting advances shall be followed as per the Scheme of Advances for Agents, 2001)

B. Reimbursement of "Business Procurement Expenses" :-

Slab	Reimbursement of "Business Procurement Expenses"
E	Actual expenses incurred by the Agent OR Rs.4,00,000/-, whichever is less
E1 to E3	Actual expenses incurred by the Agent OR 10 % of the First Year Commission (excluding the bonus commission) paid to the agent in Qualifying Financial year, whichever is less. Maximum payable shall be Rs.10,00,000/-.
Agents who qualify for E3 slab will be specially honoured by the Chairperson	

"Business Procurement Expenses include the actual expenses incurred for maintaining an office and procuring business for LIC".

Actual expenses include -

- Total expenses for maintaining an office during the Membership Year i.e. Rent paid (Actual), Salaries paid to Staff (Actual), Postage incurred (Actual), Amount spent on stationery, Amount spent on Office maintenance and Electricity, Expenses on entertainment etc.
- Total expenses incurred: to maintain personal computer, as Landline/Mobile phone rental / call charges, for purchase of sales promotional gift items, for printing & stationery and as cost of Blazer.

Claiming reimbursement for Business Procurement Expenses (BPE) :

- The BPE as mentioned above should be claimed by the club member during the Club Membership Year but not later than six months after the expiry of Club Membership Year.
- Reimbursement of BPE shall be subject to a Declaration as per Annexure A, confirming that the expenses incurred are solely for procuring and maintaining LIC business and submission of valid certificate of having attended Training (as per extant rules).
- It is mandatory to inspect the office of the agent, related bills, books of accounts, etc., by the Manager (Sales) of the Division or an officer not below the rank of Assistant Divisional Manager to be nominated by the Sr./Divisional Manager in-charge of the Division where the agent is working.
- Where both the agent and his/her spouse are members of ELITE Club then reimbursement of BPE, shall be subject to maintaining separate independent offices.

C. Options available for ELITE Club:

- i. To attend "Educational Seminar" at foreign destination, duly organized by Central Office, Marketing Department.
 OR
- ii. Avail reimbursement of Rs.75,000/- or actual expenses incurred, whichever is less, for "Visiting a Place of Choice" with family (Spouse/Children/Parents/Parent-in-laws), subject to deduction of Income Tax as per rules.
 OR
- iii. To attend "Training" at any repudiated Training Institute within India, duly organized by Central Office, Marketing Department.

D. Reimbursement for Preventive Health Check-up (PHC):

The members of ELITE will be reimbursed Rs.7,000/-, once in two membership years, for Preventive Health Check-up, to be done only from the listed Hospitals.

The agents who have completed age 40 at the beginning of relevant club membership year are eligible for reimbursement of PHC.

For example:

If an agent enters in ELITE Club from MY 2024-25 and continues in MY 2025-26 by fulfilling the required norms, then the relevant membership year will be MY 2025-26 for reimbursement of PHC, subject to having completed age 40 as at 1st September, 2025.

The Branch has to provide the list of Hospitals for PHC (as available for Employees) to the eligible agents.

The relevant provision will be made available in E-feap, Sales module, to document the record of benefit of PHC availed by members of ELITE Club.

E. One-Time Incentive to any agent on Entry into the ELITE Club, directly or Elevation from a lower club (once during Agency tenure) :

On Entry/ Elevation	One Time Incentive (Rs.)
ELITE Club	50,000/-

F. Other Benefits -

- Mediclaim Coverage for ELITE Club member Agent and Spouse, under Group Mediclaim Insurance Scheme for Club Member Agents upto Age 85, for Rs.10,00,000/- (Fully subsidised by the Corporation for Agent, however, for spouse, the agent has to bear the premium).
- Group Insurance coverage upto Age 69 under Group Insurance Scheme for Club member Agents for Rs.10,00,000/- (fully subsidized by the Corporation).
- MIBR limit upto Rs.2 Crore Basic Sum Assured.

G. Functional Privileges to ELITE Club Member Agents :

The Members of ELITE Club will have the following functional privileges :

- 1) Attest signature & thumb impression of policyholder and/or claimant
- 2) Attest copies of HSC/SSC certificates after satisfying the genuineness of the certificates and that it pertains to the life proposed.

IV. General Conditions :

1. An agent means a person who is appointed as an agent under IRDAI (appointment of Insurance Agents) Regulations, 2016, as amended from time to time and governed by Life Insurance Corporation of India (Agents) Regulations, 2017, as amended from time to time.
2. The eligibility to the club membership will be decided on new business done by agent in any branch of LIC of India.
3. Colour of Logo for ELITE Club shall be "Purple".
4. If the agency is terminated for any reason whatsoever, the ELITE club membership will automatically cease. On reinstatement of agency, the club membership may be restored by the Competent Authority, depending on merits of the case. If as a result of any disciplinary action against the agent, the agency is terminated and subsequently it is reinstated by the competent authority then club membership may be restored unless otherwise decided.
5. Nothing contained in these rules shall affect the right of the Managing Director to deny Club membership to an agent without assigning any reason whatsoever even if he/she has become eligible to be considered for membership of the club or, to terminate the membership of an agent from the club.
6. The Managing Director reserves the right to amend, alter, relax, modify or delete any or all the rules governing the grant or continuation of the membership of the club including the benefits thereof. The decision of the Managing Director will be final.



Executive Director (Marketing/PD) & CMO

Encl: Annexure A

Note:

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