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Ref: CO/Mktg./ZD/A/2/2024

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

**Re: Revised Procedure for updation of Data in IRDAI Centralised Agency Database.**

The uploading of agency data, with respect to appointment and exit of Agents, on the IRDAI Centralised Agency Database was earlier being done by the Marketing Manager (Designated Person) of the respective Division. It is now being done by the "Corporate Designated Person" in Central Office (Marketing/FPT) for all the branches of LIC of India.


The data of all agents **appointed** (as per extant procedure) gets extracted from the Efeap module and is then uploaded to the IRDAI Centralised Agency Database, by the "Corporate Designated Person" in Central Office (Marketing/FPT) for all the branches of LIC of India.

Similarly, the **exit** of an agent due to "Death" or "Resignation" will have to be first updated in the Efeap sales module by the concerned Branch Office. The updation and validation in the module has to be done irrespective of whether the agency status of the agent, who desires to resign from LIC, is "in-force" or "terminated". Such modified records would then be extracted and uploaded to IRDAI Centralised Agency Database by the "Corporate Designated Person".

Branches should check the status of uploaded records in SDC Web and take corrective action, if required, in the agency master, corresponding to the error shown therein.

Due diligence as per circular Ref:Mktg/ZD/11/2017 dated 22.03.2017 and Ref: CO/Mktg./ZD/A/34/2023 dated 18.09.2023 is to be adhered to, for Appointment and Exit of Insurance agents.

No individual mails, for updation of the agency status in IRDAI Centralised Agency Database will be entertained by CO / Marketing.

  
Executive Director (Marketing/PD) & CMO