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# LIC AGENTS' ORGANISATION OF INDIA

Regn.No.1-7of2009 (Affiliated to CITU)

Flat 506, Woodland Apts., Jagathy, Thycaud PO, Trivandrum-695014, Kerala  
E-mails:- licaocitu@gmail.com, dileppg@yahoo.com Mob:09447034123

BASUDEB ACHARIA.M.P.  
President

P.G.DILEEP  
General Secretary

AOI/LIC/09/462/12

15<sup>th</sup> December 2012


The Chief Marketing,  
Life Insurance Corporation of India,  
Yogakshema, Nariman Point,  
Mumbai-400021

Dear Sir,

LIC had issued a circular No.1213/393 dated 8.12.12 insisting that a photo copy of the proposal form should be given to the policy holder. Though there was a direction from IRDA that such a copy should be given if the policy holder asks for it, this was not strictly implemented till now. You will appreciate that if this direction is made compulsory, it may put the agent into difficulty and might affect the business. No doubt, we can give a copy if demanded by the policy holder. However, we request that LIC may not make it compulsory to give such a copy. It will be better to continue the present practice.

Thanking You,

Yours faithfully,

  
P.G. Dileep,  
General Secretary

Cc to: Chairman, LIC

Cc to: Managing Director(Marketing), LIC

Cc to: ED (Marketing), LIC

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The Zonal Manager,  
Life Insurance Corporation of India,  
LIC Buildings,  
153 Anna Salai,  
PB No.2450,  
Chennai-600002


Dear Sir,

LIC has brought out it's diary for 2013. But we are disappointed at the quality of the product. Agents had the experience of public demand for the LIC diary as a prestigious one. But this year, we are afraid, it will spoil the name of LIC.

While LIC has been hitherto ordering good quality diaries, we wonder what could have happened this year. Even though the cost is little higher, agents are reluctant to give it as a gift to public. We are sure a sample would have been submitted by the printer before releasing the final order. The order must have been given only after approving the quality. We have no doubt a mistake will not happen on the side of LIC in approving the quality. We only suspect whether the printer has supplied the item exactly as per the approved sample. We therefore, feel that an investigation should be made into the whole process and confirm that the quality of the diary approved by LIC was very good and the supply was exactly according to the sample. By any chance if there is some discrepancy found in the supply action should be taken against the persons concerned. Moreover, serious care should be taken in future to ensure that LIC's diaries are prestigious ones.

Thanking you,

Yours faithfully,

  
P.G. Dileep,  
General Secretary

Cc to: Chief (Marketing)  
Cc to: ED(Marketing)  
Cc to:MD (Marketing)  
CC to: Chairman