



भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

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Ref: C.O. / Mktg./ A

17<sup>th</sup> February, 2007

Shri P. G. Dileep,  
General Secretary,  
LIC Agents' Organisation of India,  
Govindamandiram,  
Kannettumukku, Thycaud P.O.,  
THIRUVANANTHAPURAM-14

Dear Sir,

Re: Developments taking place in the Mktg. Dept., CO

We are in the last quarter of this Financial Year and we are sure all of you would give your best to make LIC emerge as the market leader.

We thought of updating you with some of the developments that are taking place in the Marketing Dept.; CO. We have been receiving many queries from various agents and our offices on different issues like Gold Coin distribution to agents, Gratuity enhancement, GI Scheme etc.

**Gold Coin Distribution:**

The medallions as per our CO Cir: Mktg.: JZD/A/44/2006 dated 16.12.2006 will soon be distributed to all the agents as specified in the Circular. We are working on the modalities for procurement and distribution.

**GI Scheme:**

The GI Scheme has been discussed with the P&GS dept., CO and they are devising the scheme. The Scheme will be available to all agents with fixed cover for different groups based on association with LIC. The senior the agent, more will be the cover.

The Scheme will be optional for all the existing agents but will be compulsory for the new agents as we find it to be a very good welfare measure.

The premium will be deducted from the commission of the agent on annual basis. It will be an All India Scheme and will be managed at the Branch level.

**Increase in the upper limit of gratuity:**

The proposal of the Corporation to increase the upper limit has been sent to the Government in December 2006. We are following up with the Ministry for early notification.

We shall keep you posted with the developments on these issues and also other issues from time to time. Give your best ever this March.

Looking forward to a magnificent closing....

Yours faithfully,

Executive Director (Mktg.)