



भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

Central Office, Marketing Department,  
3<sup>rd</sup> floor, "Yogakshema", West Wing  
Jeevan Bima Marg, MUMBAI 400 021  
Ph: - (022) – 66598333,39 Fax: - 22824386  
e-mail: -co\_marketing@licindia.com

Ref : Mktg./ZD/21/2012

31.03.2012

To All Zonal Managers, RMs (Mktg.) &  
Sr./Divisional Managers (I/C) of the Divisions.

**Re : Revision in the quantum of Festival Advance to Agents**

The quantum of festival advance to agents was revised previously while modifying Scheme of Advances to Agents, 2001 vide C.O. Circular Ref:Mktg./ZD/18/2010 dated 30.04.2010.

We are pleased to inform you that the Competent Authority has enhanced the quantum of festival advance to agents. The revised quantum as given under will be effective from **01.04.2012**.

Sr. No.		Existing	Revised
1	Corporate Club	Rs.20000/-	No change
2	CM's/ZM's/DM's Club Members	Rs.13000/-	Rs.15000/-
3	BM's Club Members	Rs.11000/-	Rs.12000/-
4	Other agents who have completed 5 agency years	Rs.7000/-	Rs.8000/-
5	Agents who have not completed 5 agency years but have completed at least two agency years	Rs.5000/-	No change

All other provisions governing grant of Festival Advance to Agents shall be on the same terms as mentioned in the Scheme of Advances to Agents, 2001 as modified in 2010.

You are requested to bring this to the notice of all the offices under your control.

  
Chief (Mktg.)