



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

MKTG-CLIA DEPTT, CENTRAL OFFICE, 'YOGAKSHEMA', JEEVAN BIMA MARG, MUMBAI – 400 021,
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REF: CO/CLIA/ZD/ 88/2011

07.10.2011

**All Zonal Managers
All Sr. / Divisional Managers
All Chief/Sr/Br. Managers**

RE: Revision in Procedure for Premium Point (Non-CLIA's ZM/CM /Corporate Club members)

As you are already aware ZM/CM/Corporate Club Members who wish to opt for Premium Point have to submit Annexure 'B' which has to be mailed to the Mktg/CLIA Department, Central Office.

(ii) The **revised procedure** for empowerment will be as follows.

1. The completed Annexure 'B' duly signed by the ZM/CM/Corporate Club member and should be submitted to the branch which should be filed in the Agency Docket.
2. The ZM/CM/Corporate Club member should also mail Annexure 'B' to the Branch Office.
3. The Branch should forward the mail to Manager (Sales) of the Division, who shall obtain approval of the Sr. D.M I/C after confirming eligibility norms (as per CO/CIR/ZD/24/2009 dated 4.6.2009)for empowerment for the said agent. He should then send the data in the format in excel to co_cliapp@licindia.com.
4. Once the application for empowerment / premium point is approved by Mktg/CLIA Department, Central Office, the Empowered Agent will receive a mail in his email id informing the sanction of the premium point. The Branch-In-Charge and the Manager (Sales) of the Division will receive a copy of the mail.
5. The Empowered Agent should send a scanned copy of Annexure 'C', completed and duly signed to co_cliapp@licindia.com with a copy to the Manager (Sales) of the Division.
6. The completed Annexure 'C' duly signed by the Empowered Agent should be submitted to the Branch.
7. The Branch should send a mail to co_cliapp@licindia.com confirming receipt of duly completed Annexure 'C' .
8. On receipt of the scanned copy of the Annexure 'C' and email from the Branch, the Agent will be empowered by the Mktg/CLIA Dept., Central Office.
9. The Annexure 'C' should be filed in the agency docket in the Branch.

The revision comes into force with immediate effect.

Executive Director (Mktg-CLIA)

Enclosures- Format in excel for sending data to CO