



Agency Section, Marketing Department,
3rd floor, Central Office, "Yogakshema",
Jeevan Bima Marg, Mumbai 400021
e-mail: co_agency@licindia.com

Ref: Mktg./ZD/19/2016

14.07.2016

All Zonal Managers and Sr./Divisional Manager (I/C) of Divisions.

Principal MDC,ZTC, Audit Centers and Inspection Department.

Re: Revision in the quantum of Festival Advance to Agents

We invite your kind attention to CO Circular Ref: Mktg/ZD/21/2012 dated 31.03.2012.

We have pleasure in informing you that the Competent Authority has enhanced the quantum of Festival Advance to Agents as per the following:-

Sr.No.	Type of Agents	Existing (₹)	Revised (₹)
1	Corporate Club Members	20000/-	30000/-
2	Club Galaxy Members	15000/-	22000/-
3	CM's/ZM's/DM's Club Members	15000/-	20000/-
4	BM's Club Members	12000/-	15000/-
5	Other agents who have completed 5 agency years	8000/-	10000/-
6	Agents who have not completed 5 agency years but have completed at least two agency years	5000/-	7000/-

The increase in Festival Advance, as per above, will be effective from the date of this circular.

All other provisions governing grant of festival Advance to Agents as above and its recovery shall be on the same terms as mentioned in the ' Scheme of Advances to Agents,2001'.

You are requested to bring this to the notice of all concerned.


Executive Director (Marketing/PD)

