



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/01/22-23

13.04.2022

All Zonal Managers

All Sr. Divisional Managers (In-charge) of Divisions

All Chief/Sr/Br. Managers

MDC/ZTCs/STCs/Audit Centres and Inspection Department.

**Re: Conditions of eligibility for CLIA Brigade for
Membership Year 2023-24 (Performance in FY 2022-23)**

We are pleased to announce the Performance Parameters for CLIAs to qualify for various Brigade Memberships for the Membership Year 2023-24 (Performance in Financial Year 2022-23) which is as follows:-

Sr. No	Name of the Brigade	FYP and No. of lives as on 31.3.2023 from Supervised Agents		No. of Active Agents	No. of Qualified Agents	No. of MDRT Agents on Commission Basis
		New Entrants	Continuing Members			
1	Silver Brigade	30 lakhs or 250 lives	35 lakhs or 275 lives	8	6	---
2	Gold Brigade	60 lakhs or 450 Lives	65 lakhs or 475 lives	10	7	---
3	Diamond Brigade	100 lakhs or 750 lives	110 lakhs or 800 lives	12	8	---
4	Platinum Brigade	250 lakhs or 1350 lives	275 lakhs or 1400 lives	20	12	---
5	Super Platinum Brigade	500 lakhs Or 2000 lives	500 lakhs Or 2000 lives	20	12	3
6	Star Platinum Brigade	1000 lakhs or 3500 lives	1000 lakhs or 3500 lives	20	12	5

Brigades	Benefits
Silver Brigade	Certificate + Membership Allowance @ 5 % of FYC (incl. Bonus) paid to supervised agents + Memento worth Rs. 500/- + One Day Convention within Division
Gold Brigade	Certificate + Membership Allowance @ 7.5 % of FYC (incl. Bonus) paid to supervised agents + Memento worth Rs.1,000/- + One Day Convention within Division
Diamond Brigade	Certificate + Membership Allowance @ 10 % of FYC (incl. Bonus) paid to supervised agents + Memento worth Rs.2,000/- + One Day Convention within Zone

Platinum Brigade	Certificate + Membership Allowance @ 12.5 % of FYC (incl. Bonus) paid to supervised agents + Memento worth Rs. 3,000/- + One Day convention with Air Fare.
Super Platinum Brigade	Certificate + Membership Allowance @ 13 % of FYC (incl. Bonus) paid to supervised agents + Memento worth Rs.6,000/- + One Day convention with Airfare.
Star Platinum Brigade	Certificate + Membership Allowance @ 14 % of FYC (incl. Bonus) paid to supervised agents + Memento worth Rs.6,000/- + One Day convention with Airfare.

❖ **Business Credit under "Pradhan Mantri Vaya Vandana Yojna":**

No. of Lives - Full Credit

FYP - No Credit

Commission - Full Credit

❖ **No New Business credit under Micro Insurance policies including Micro Bachat plan will be given.**

A CLIA will be disqualified from the CLIA Brigade if:

- Any action is taken against him under Life Insurance Corporation of India (Agents) Regulation 2017.
- Acts in a manner prejudicial to good conduct or prejudicial to the interest of the Corporation.

The authority to award and withdraw CLIA Brigade membership vests with the Sr. Divisional Manager. In case of any doubt or dispute, the decision of Executive Director (Mktg/CLIA) will be final.

Kindly bring it to the notice of all concerned.

Executive Director (Mktg/CLIA)

to CFI.