



AGENTS RECRUITMENT *DO's Guide*

*You
too
can
Win"*



*Come and join with us
And Experience Miracles in your Lives*

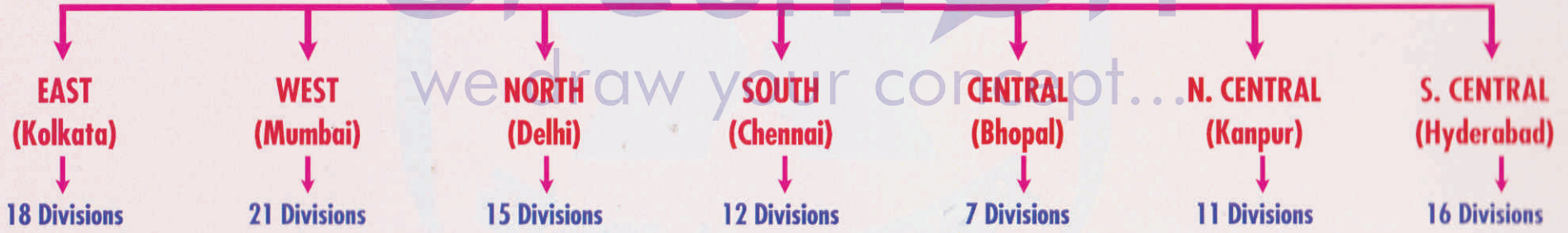
OUR ORGANISATIONAL STRENGTH



CENTRAL OFFICE

YOGAKSHEMA

Zonal Offices



ALL INDIA

ZONES - 8	STAFF - 1,23,000
DIVISIONS - 113	Do's - 20,000
BRANCHES - 2048	AGENTS - 8,00,000
SATALITE OFFICE - 1381	



Creation

We

WELCOME

we draw your concept...

you to The profession of

LIFE INSURANCE ADVISOR

in Life Insurance Corporation of India

to Enrich your life...

Enrich the life of the whole society..!!

We Are the Pioneers...

Dear Agents,

The Professional Agency in LIC. It gives unimaginable financial power, at the same time it gives immense satisfaction of doing a noble job for the society.

So we welcome you to join this profession and gain knowledge of professional approach, professional service and professional creativity.

The inherent talent hidden in you along with our professional training will bring the best in you.

Experience the transformation, which may become your day today life.

Yours D.O,

WHY YOU HAVE TO JOIN LIC AS AN AGENT..?



- ☆ *Whether it will be useful for yourself..? You may get to know at the end.*
- ☆ *To all those who wanted to achieve something in Life, You will find this Agency Profession the most Suitable one..*
- ☆ *There are many whose qualification is just not more than Matric, but excelled in this field to earn great respect and fame in the Society. They are breathing Happiness with Satisfaction. If it is possible to them.. Will it not be to you.. ?*

☆ *This Agency Profession is capable of earning Rs. 50,000 - Rs. 1,00,000. When this Opportunity is before You.. Why still you have to move your life in Poverty.. ?*

- ☆ *People who already work in some other field, after their work time, use Agency as Part - time Profession and increases their earning at will. We strongly suggest that this becomes possible only in this LIC Agency.*
- ☆ *If you can make Rs. 50,000 monthly without any Investment, I don't find any reason not to choose this LIC Agency. Without any Investment this much income is possible only in this Profession. . .*
- ☆ *There is no Prescribed or Fixed time limit for your work (No Machine Life). You can be Independent to earn the desired amount in this Agency Profession.*
- ☆ *You can bring true all your dreams like New House, New Car, etc.. When you choose this wonderful Agency Profession..*
- ☆ *You can give employment to others in this Profession by being a Professional and reach the status of Boss.. So we request you to join this Agency Profession to Serve your Home as well as the Nation..*
- ☆ *In our country, there are a lot of Youngsters who are unemployed after their studies. This Agency Profession will solve this problem to Serve your home and the nation..*

WHY YOU HAVE TO JOIN LIC AS AN AGENT..?

- ★ *If you can make Rs. 50000 monthly without any Investment, I don't find any reason not to choose this LIC Agency. Without any Investment this much income is possible only in this Profession.*
- ★ *There is no Prescribed or Fixed time limit for your work (No Machine Life). You can be independent to earn the desired amount in this Agency Profession.*
- ★ *You can bring true all your dreams like New House New Car, etc., When you choose this wonderful Agency Profession.*
- ★ *You can give employment to others in this Profession by being a professional and reach the status of Boss.. So we request you to join this Agency Profession to Serve your Home as well as the nation..*
- ★ *In our country, there are a lot of youngsters who are unemployed after their studies. This Agency profession will solve this problem to Serve your home and the nation..*

“Life Insurance Agency
is Considered today as
the Highest paid
profession
in the world”



Earning
Opportunities

SKY



is not the Limit

**THERE IS NO RESTRICTION TO THE AMOUNT OF
MONEY THAT ONE CAN EARN.**

People have entered this profession from all walks of life.



Business Man



Teachers



House Wives



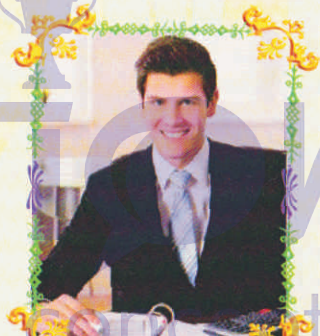
Designer



Rtd. Person



Students



Chartered Accountant



Travel Agent



Unemployed



Softwares



Engineering



Marketing Executive

JOIN LIC AS INSURANCE CONSULTANT...

I recall when I was working in a BPO (Call Centre) 2 years back with a lot of workload, stress and no freedom. Then I resigned my job and joined LIC as a Professional Agent. Now I earn a lot with Happiness and I feel independent...



Ashwin - Engineer

Even after retirement, I am not dependent on anyone for my requirements, as I have engaged myself as an Insurance Consultant with LIC..



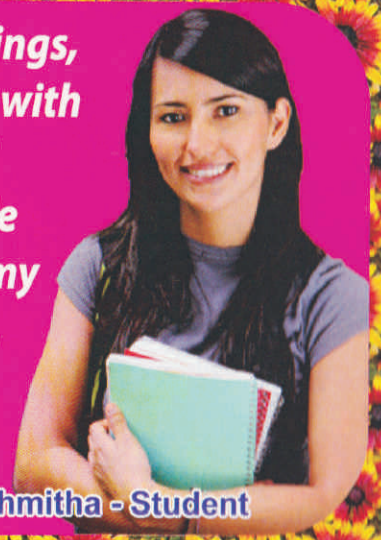
Mr. Sundaram - Rtd. Person

When I was working as a Teacher, I took up Agency with LIC as a Part-time Profession and earned happily an additional Income for my family.



Miss. Gayathro - Teacher

After my college timings, I have taken Agency with LIC as Part-time and started earning while learning to fulfil all my academic expenses.. If it is useful for me.. why not you..?



Sushmitha - Student



ATTRACTIVE COMMISSION RATES

On any standard Policy that you procure,
you shall be paid the following
Commission Rates :

35 % of 1st year premium.

7.5% 2nd & 3rd year premium.

5 % there after till the Policy Continues.



*Every time a Policy holder pays his Installment Premium,
the Agent receives his commission.*

THAT MEANS

YEAR	PREMIUM	%	COMMISSION
1st	1,00,000	35%	35,000
2nd	1,00,000	7.5%	7500
3rd	1,00,000	7.5%	7500
4th	1,00,000	5%	5000
5th	1,00,000	5%	5000
6th	1,00,000	5%	5000
7th	1,00,000	5%	5000
8th	1,00,000	5%	5000
9th	1,00,000	5%	5000
10th	1,00,000	5%	5000
11th	1,00,000	5%	5000
12th	1,00,000	5%	5000
13th	1,00,000	5%	5000
14th	1,00,000	5%	5000
15th	1,00,000	5%	5000
16th	1,00,000	5%	5000
17th	1,00,000	5%	5000
18th	1,00,000	5%	5000
19th	1,00,000	5%	5000
20th	1,00,000	5%	5000
21st	1,00,000	5%	5000
21,00,000		Total Commission on 1 Policy <u>1,40,000</u>	

Magic of Renewal Commissions

CASH JUST FLOWS → → →

Business	Premium	Year	1	2	3	4	5	6	7	8	9	10
(Rs Crore)	Income (Rs)											
1	5,00,000	1	1,75,000	37,500	37,500	25,000	25,000	25,000	25,000	25,000	25,000	25,000
2	10,00,000	2		3,50,000	75,000	75,000	50,000	50,000	50,000	50,000	50,000	50,000
3	15,00,000	3			5,25,000	1,25,000	1,12,500	75,000	75,000	75,000	75,000	75,000
4	20,00,000	4				7,00,000	1,50,000	1,50,000	1,00,000	1,00,000	1,00,000	1,00,000
5	25,00,000	5					8,75,000	1,87,500	1,87,500	1,25,000	1,25,000	1,25,000
6	30,00,000	6						10,50,000	2,25,000	2,25,000	1,50,000	1,50,000
7	35,00,000	7							12,25,000	2,62,500	2,62,500	1,75,000
8	40,00,000	8								14,00,000	3,00,000	3,00,000
9	45,00,000	9									15,75,000	3,37,500
10	50,00,000	10										17,50,000
Commission earned at the end of each year			1,75,000	3,87,500	6,37,500	9,12,500	12,12,500	15,37,500	18,87,500	22,62,500	26,62,500	30,87,500

Total Premium Collection - 2,75,00,000

Total Renewal Commission @ 5% will be 13,75,000 P.A.

Recurring Consistent Income 1,14,583 P.M.

YOU CREATE YOUR OWN PENSION



As Years pass by,
the **Renewal Commission** starts building up.
There by assuring you a pension for the
next 20 to 25 years & the beauty of it is
If it all anything happened to you,
your family will get



"HEREDITARY INCOME" till all the policies get maturity

All the Dreams of Your Life Can Come True at **LIC**



**Unlimited
Income**



International Status



Status in Society



Dreamed Office



**Happy Retired
Life**



Job Satisfaction



Help to the Nation



Two / Four Wheeler



Dreamed House



Peaceful Life

Advantages over other professions

- ★ Start business of your own without capital Investment.
- ★ Freedom to set your own working hours.
- ★ To be in a business that gets easier & less demanding as you grow old, compared to mounting pressures encountered in other businesses.
- ★ No Compulsory Retirement.



Commitment + Time Devoted = Results

JUST ASK YOUR SELF..... IF

- ★ Mahatma Gandhi (Father of the Nation)
- ★ Sonia Gandhi (Congress President)
- ★ Ritu Nanda (Raj Kapoor's Daughter)
- ★ Mamta & Deepti Bhatnagar (Daughter of Industrialist)
- ★ Abishek Bachhan (Son of Amitabh Bachhan)
- ★ Archana Bhalerao (Daughter of V.N. Gadgil)



**Were & are agents of this Insurance field
How about you...?**

SUPPORT FROM OUR SIDE:

- ★ ***We will provide you with world class training and support your need to make your career a success.***
- ★ ***Regular counseling & monitoring.***
- ★ ***Strong back office support.***
- ★ ***Powerful products to cater to the needs of every individual.***
- ★ ***Encouragements through various Competitions & Rewards.***
- ★ ***Joint calls to meeting clients.***

This is the only profession where you are entitled for

GRATUITY

**(Proportionate to your Commission earned)
after completion of 15 years continuous agency or
attaining age 60 years which ever is later,
even though you are not an
Employee of the Corporation**



MDRT

MILLION DOLLAR ROUND TABLE



Period

Calendar Year (01.01.2018 to 31.12.2018)

Qualifying

Premium - Rs. 37,37,600
Commission - Rs. 9,34,400



For one
MDRT 14,500
Monthly Income till your
policy get Maturity



Period

Calendar Year

(01.01.2018 to 31.12.2018)

Qualifying

Premium
Rs. 1,12,12,800
Commission (F.Y)
Rs. 28,03,200



Period

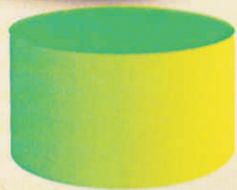
Calendar Year

(01.01.2018 to 31.12.2018)

Qualifying

Premium
Rs. 2,24,25,600
Commission (F.Y)
Rs. 56,06,400

CLUB MEMBERSHIP IS THE RECOGNITION GIVEN FOR OUTSTANDING PERFORMANCE TO AGENTS



Distinguished Club Membership



Branch Manager's Club Membership



Divisional Manager's Club Membership



Zonal Manager's Club Membership



Chairman's Club Membership



Galaxy Club Membership



Corporate Club Membership

Creation
we give you your concept...



CORPORATE CLUB

Qualifying Conditions

F.Y. Commission (in)
FYC PAID
EXCLUDING
BONUS
COMMN. OF RS. 18 Lakshs in the last 2 F.Y.

Period

Financial Year
(01.04.2018 to
31.03.2019)

Benefits

- Office Allowance - Rs. 2,00,000 (Max.)
- Gift Items - ***
- Letter Heads and envelopes - 1,500 Nos (per year)
- Visiting Cards - 1,000 Nos (per year)
- Conventions Held at Outstations - Economy class Airfare
- Housing Loan at (5.5%) - Rs. 15 Lakhs
- Vehicle Advance - Rs. 30 Lakhs
- Group Insurance - Rs. 5,20,000
- Telephone Charges - Rs. 15,000 (p.a.)
- Group Mediclaim Insurance - Rs. 1,25,000
- Computer Advance - Rs. 1,00,000
- Blazer - Rs. 6,000



ELIGIBILITY

CLUB GALAXY

(A) Entry First Year Commission First Year Premium

(1) F.Y.2017-2018 - 8Lacs (without Bouns) (OR) 33 Lakhs

(2) F.Y.2018-2019 - 10Lacs (without Bouns) (OR) 40 Lakhs

(3) First Year Lapsation <10%

(B) Continuation in the Club First Year Commission OR First Year Premium

(1) Continuation 10 Lacs (without Bonus) 40 Lakhs

(2) First Year Lapsation <10%

(C) Registration with MDRT (USA) is prerequisite for membership

(D) Interview by committee at Zonal Office.

BENEFITS

No Linkage of Fringe Benefits with any other Clubs viz CM/ZM/DM/BM

(I) CAR ADVANCE

Upto 10 Lacs

(II) FRINGE BENEFITS

(A) Office allowance

50 % of Actual expenses of Rs. 1,00,000 whichever is lower, office is a must

(B) Landline / Mobile Benefits - p.a.

Reimbursement of rental & Call charge (Max. Rs. 12,000)

(C) Letterheads, Envelopes and visiting cards

500 Nos each per annum

(D) Club Convention

Air fare upto Rs. 60,000 to attend MDRT Meet/MDRT Experience Meet Plus

Rs. 10,000 out of pocket expenses for MDRT meet.

Reimbursement of MDRT Registration Fee.

(E) Club Blazer


Rs. 5,000 once in every 3 years (as per colour & pattern specified by the Corporation)

(F) Other Benefits & Advances

Same as C.M.Club



Club Membership Benefits

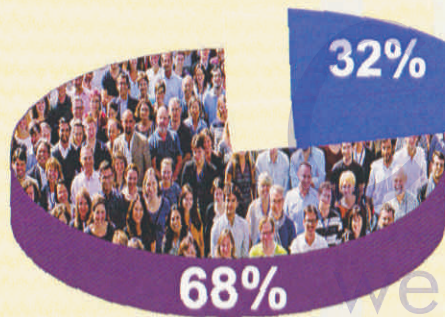
PARTICULARS	C.M.	Z.M.	D.M.	B.M.
1. Basic Office Allowances (50% of actual expenses or 7.5% of RC (+) FYC whichever is less subject to a maximum of	35,000	22,000	12,000	---
2. Sales Promotional Gift Items including calendars & Diaries (Maximum)	3000	2000	1000	500
3. Festival Advance (Maximum) *	15,000	15,000	15,000	12,000
4. Letter heads with Envelopes (in Nos.)	1000	750	500	300
5. Visiting Cards (in Nos.)	250	200	150	100
6. Travelling Expenses (Railway Fare)	Econ Air Fare/ II Tier AC/ III Tier AC/	1 Class / II Tier AC/	1 Class	1 Class
7. Daily Allowance on Tour A/B/C City #	800/700/600	700/600/500	500/375/300	375/275/225
8. Out of Pocket expenses for Annual Conventions (Outstation)	3000/-	1,100/-	400/-	200/-
9. Housing Loan at 5% int. till membership continues Extended Loan at 9.5 %	8.50 lakh 9.50 lakh	7.45 lakh 8.55 lakh	6.45 lakh 7.55 lakh	No No
10. Interest free Vehicle Advance (Subject to Rules)	 Car / Motor Cycle / Scooter	 Car / Motor Cycle / Scooter	Motor Cycle / Scooter	Motor Cycle / Scooter
11. Telephone / Landline / Mobile - Rental / Call Charges - (Max)	6000	4000	2400 (Only Mobile Rental / Call)	1800
12. Group Insurance	4,00,000	2,00,000	1, 10,000	55,000
13. Group Mediclaim Insurance	3,00,000	-	-	-
14. Additional Office Allowance for maintaining Personal Computer @ 5% of total commission in excess of Rs. 1,85,000/- (Rs. 6000/- Max. per Annum) (Bills to produced)	Yes	No	No	No
15. MHR with Authority (Sum Assured)	50 lakh	30 lakh	20 lakh	10 lakh

Coming together is **Beginning...**
Working together is **Progress...**
Staying together is **Success...**

EXPECTED GROWTH

In 2020 A Policy in every single

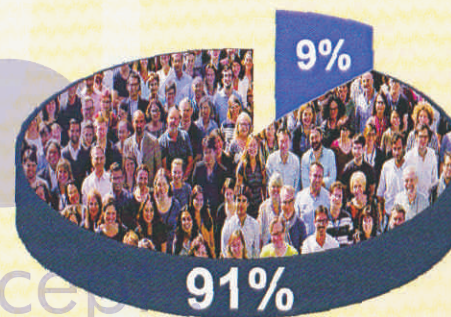
Individual Insurance



In India only 22 % population is insured till date.

Balance 78% insurable Population is yet to be Insured.

Corporate Insurance



KEYMAN - PARTNERSHIP - EMPLOYER - EMPLOYEE

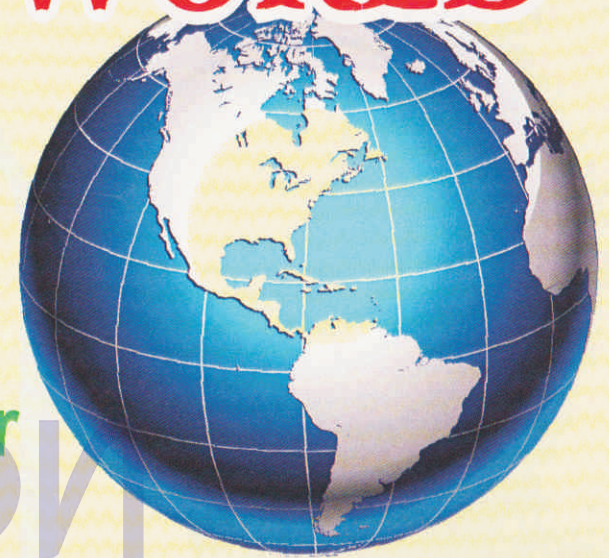
Only 9% Insurable Companies have taken Corporate Insurance till Date.

Balance 91% Insurable Companies are yet to be tapped.

THERE IS A VAST POTENTIAL UNTAPPED FOR INSURANCE MARKET..

We are No.1 in the WORLD

- ★ Highest number of Policies sold in a year
- ★ Number of claims settled in a year
- ★ To service Highest number of Policies



LIC has crossed Rs. 24,00,000 Crore Life Fund

LIC's Growth Chart

We are No.1 Company in INDIA

★ For generating the highest amount of Net Profit (Surplus) in India



★ For being the highest Net Worth in India

We are 2nd largest I.T. user company in India

LIC of India is the Pride of India

INVESTMENT IN GOVT. & SOCIAL SECTOR

(₹ In Crore)

TYPE OF INVESTMENT

AS ON

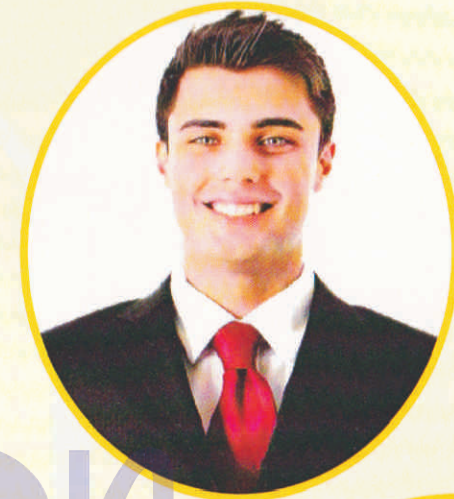
	31.03.13	31.03.14	31.03.14
01 Central Government Securities	470254	543636	635365
02 State Government & Other Govt. Guaranteed Marketable Securities	261852	327861	424599
Sub - Total (A)	732106	871497	1059964
03 Housing & infrastructure Investment			
(a) Housing	46276	45317	56825
(b) Power	93317	104450	117759
(c) Irrigation / Water Supply & Sewerage	3388	3051	2670
(d) Road, Port & Bridges, Railways	11208	10187	10119
(e) Others (incl. Telecom.)	35076	35267	39433
Sub - Total (B)	189265	198272	226806
Total A+B	921371	1069769	1286770

LIC's Investments during Five Year Plan Periods.

Plan	Year	Gross Investments (cr)	Plan	Year	Gross Investments (cr)
II	1956 - 1961	184	VIII	1992 - 1997	56097
III	1961 - 1966	285	IX	1997 - 2002	170929
IV	1969 - 1974	1530	X	2002 - 2007	394779
V	1974 - 1979	2942	XI	2007 - 2012	704151
VI	1980 - 1985	7140	XII	2012 - 2017	752633
VII	1985 - 1990	12969			

THE PROCEDURE TO BECOME A LIFE INSURANCE AGENT

- ★ **Qualification : 10 th Std, +2 & Diploma**
 - ★ **Address Proof & ID Proof**
 - ★ **Pancard Copy**
 - ★ **Bank A/c. Details**
 - ★ **3 Passport size photos**
- ★ **Formal training for a period of 25 hours.**
- ★ **To Quality Examination conducted by the Insurance Institute of India (as per I.R.D.A. Guidelines)**



After the exam you can act as an Insurance agent.

STARTED THE CARRIER AS - ZERO...



R.K. SHETTY

He Found a job in Canteen at a fish market. He has cleaned the canteen and its vessels. Today he has reached a level where he is going to buy his own aircraft and can even dream of starting his own airline. On January 2014-2015. Mr. Shetty will be the first insurance agent in the Country to own a private aircraft and airline Company.

He is one of those rare professionals who started with humble expectations to earn Rs. 300 per month in 1985. Today many zeroes have added to that 300 and Parekh has become a millianaire. Each year he distributes pensions worth Rs. 3 Crores and Rs. 50 Crores are distributed as payments as maturity.



BHARAT PAREKH

His first job was of a construction labourer in Chennai 13 years ago. Today, as one of the most accomplished LIC entrepreneurs of his generation, from earning Rs.75,000 as commission in his first year of LIC entrepreneurship to Rs. 68 Lakh last year. He earned daily wages Rs. 125 as a labourer. Now, his income crosses Rs. 30,000 per Day.



T.G. ANBARASAN

From a simple home maker, she became an inspiration for many women in her town, As an LIC agent, she could now choose the time that she wishes to dedicate to work where earning capadties are unlimited. Today thanks to LIC, she is a self made entrepreneur without having made any major investments.



ANSHU AGARWAL



Thank You very much !

*for giving me the opportunity to
present you a wonderful career*

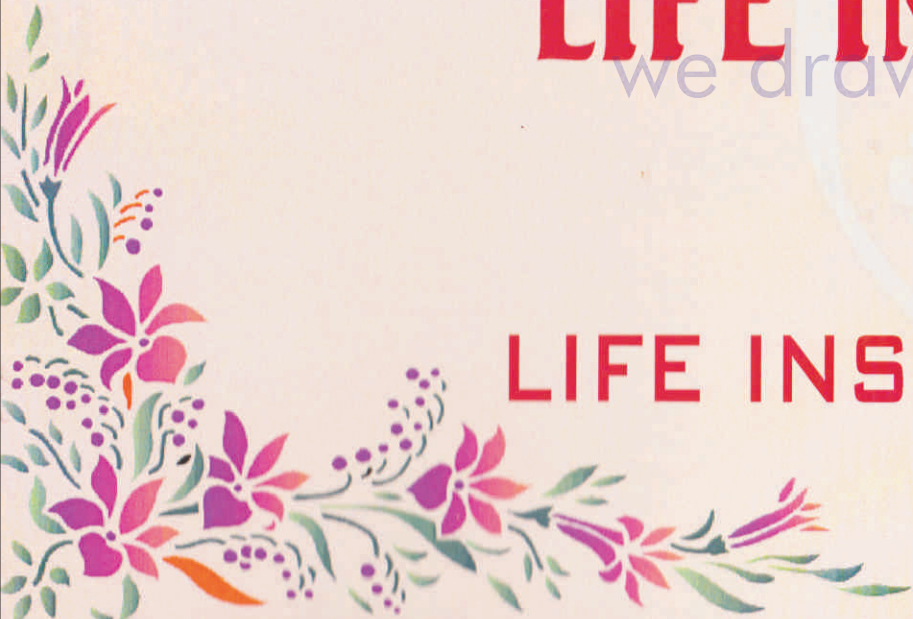
as a
Creation
LIFE INSURANCE AGENT

we draw your concept...

OF

LIFE INSURANCE CORPORATION

OF INDIA



**My name is Mallika Ranganathan.
After my studies, I started working in
a private company. After my
marriage I was unable to continue
my job as I had responsibilities to
take care of my family.**

**But later I took Agency with LIC and
started using my available time and
started earning Rs. 30,000 within 1 year.
It was very supportive financially to my
husband while taking care of my family..**





**First they ignore you,
then they laugh at you,
then they fight you,
then you win.**

- Mahatma Gandhi



**Remembering that I'll be dead
soon is the most important
tool I've ever encountered to
help me make the big choices
in life.**

- Steve Jobs



**You cannot change
your future,
but, you can change
your habits,
and surely your habits
will change your future.**

- Dr. Abdul Kalam