



February 2013

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**UTKARSH**

*News Bulletin of Central Office Marketing Department  
(for Private Circulation only)*

# From Executive Director's Desk

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Dear All,

We are in the final weeks towards the end of financial year. The Corporation is now showing an increasing trend in growth in policies as well as in Premium Income. Although a lot of distance needs to be covered before we can reach our target. During the year over last several months in all the meetings of Agents & Development Officers we have had promises from each one from "Team LIC" that we will give full 100% of our efforts & commitment to fulfill the budgeted target for the Corporation on 31<sup>st</sup> March,2013.

This has been a year when numerous initiatives have been implemented from Corporate level & now in the final analysis we must ensure that the business of the Corporation is such that we are able to get a better share of Life Insurance Market in terms of Premium as well as Policies when the financial year ends on 31<sup>st</sup> March,2013. There are whole lot of competitions which remain to be won. We have to see how many people win these competitions & how many decide to win the highest category of prizes.

With Best Wishes,

Executive Director (Mktg./PD)



## Our Performance till 31<sup>st</sup> January, 2013

	Budget Cr.	Volume Cr	Growth rate(%)	A2B %age
NOP	4.30	2.56	2.92	59.50
FPI	45000	20404.27	5.36	45.34

## LIC's Market Share

	Upto 31.10.12	Upto 30.11.12	Upto 31.12.12
NOP %	81.59	81.91	82.19
FYP %	74.46	73.52	72.67

## Top Zones

	NOP	FPI
Absolute Volume	Western Zone 4181627	Western Zone 4430.23 Cr
Growth Rate %	East Central Zone 10.30	North Zone 15.61
A2B %	East Central Zone 68.45	East Central Zone 53.05

## Top Divisions

	NOP	FPI
Absolute Volume	Gorakhpur 544190	Delhi-I 503.55 Cr
Growth Rate %	Chandigarh 23.32	Nagpur 43.48
A2B %	Bhagalpur 77.60	Nagpur 64.04

## Top Branches

	NOP	FPI
Absolute Volume	Motihari Br. 536 Muzaffarpur 52888	Janpath Br.310 Delhi DO-I 67.23 Cr.
Growth Rate (%)	Tiruverumbur Branch 75 P Thanjavur 87.60	Vasant Vihar Branch 127 Delhi DO-I 143.42
A2B %	Panruti Branchg 73 P Vellore 106.76	CAB,Mangalore Branch 709 Udupi 129.08

## Coming up Training Sessions for CM Club Member Agents in lieu of attending CM Convention

Name of Institute	Proposed Dates	Venue	Contact/mail
Laazarus Dias Educational Academy	04-03-2013 To 07-03-2013	Hotel Delmon Caetano de Albuquerque Road Panjim, Goa	022-24311337 022-32251337 laazarusdias@gmail.com
Bima Gyan	07-05-2013 To 10-05-2013	Hotel Sunset Mount Abu Rajasthan	079-65426985 09825379985 bimagyan@yahoo.com

**Agents are asked to make sure about the program from the respective Institute**

TOP 10 DEVELOPMENT OFFICERS (NOP) AS ON 31.01.2013			
RANK	NAME	ZONE	NOP
1	HARISH GUPTA	NZ	14177
2	SANJAY KUMAR SINGH	ECZ	11251
3	K VENU	SZ	10737
4	SRI MANOJ KUMAR	ECZ	8468
5	SRI SAGAR SAHA	EZ	7943
6	SUDHIR KUMAR	ECZ	7845
7	B BALACHANDRAN	SZ	7792
8	KRISHNA KUMAR SINGH	ECZ	7675
9	SRI ARUN KUMAR	ECZ	7647
10	SRI MUKUL KUMAR SINGH	ECZ	6893

TOP 10 DEVELOPMENT OFFICERS (FPI) AS ON 31.01.2013			
RANK	NAME	ZONE	FPI (in lacs)
1	SANJAY GARG	NZ	2799.53
2	HARISH GUPTA	NZ	1909.22
3	MR T A KHAN	WZ	1199.28
4	SHRI A.K.JHA	WZ	1095.19
5	S K MATHUR	WZ	1040.88
6	MR MILIND M.MANE,	WZ	1001.83
7	SH RAJESH BINDRA	NZ	919.95
8	SH DEEPAK BAKSHI	NZ	898.32
9	SRI SAMIR P DESAI.	WZ	870.44
10	JAGAJYOTI GUHA	EZ	840.92

TOP 10 AGENTS (NOP) AS ON 31.01.2013			
RANK	NAME	ZONE	NOP
1	PARINEETA S DHAMAPURKAR	WZ	3572
2	MR AUTI DATTATRAY JAYRAM	WZ	3270
3	DR.SUDHIR KUMAR	ECZ	2001
4	KAILASH SINGH CHAUHAN	NZ	1944
5	SRI RAJENDER KUMAR	NZ	1899
6	M. BHARATHI	SZ	1788
7	JIGNASU PIYUSHKUMAR PATWA	WZ	1768
8	SHRABANI DAS	EZ	1561
9	V.SUDAKAR	SZ	1519
10	NARENDRA KUMAR JOSHI	NZ	1471

TOP 10 AGENTS (FPI) AS ON 31.01.2013			
RANK	NAME	ZONE	FPI (in lacs)
1	SMT KAMALPREET SETHI	WZ	1175.67
2	MOHINDER PAL SINGH	NZ	720.44
3	ARJUN BAHAL	NZ	571.51
4	MS. BINA GUPTA	NZ	561.83
5	ANSHUMAN PATNAIK	ECZ	509.66
6	KM.PREERNA SINGH	NCZ	460.72
7	B.V.PAREKH.	WZ	457.34
8	S.BINDHU	SZ	451.99
9	KHEM SINGH	NZ	450.54
10	SUBRATA SAHA	EZ	450.14

TOP 10 BRANCHES (NOP) AS ON 31.01.2013					
RANK	BRANCH	BRN CODE	DIVISION	ZONE	NOP
1	MOTIHARI	536	MUZ	ECZ	52888
2	HAJIPUR	545	PAT-1	ECZ	44525
3	ARA	528	PAT-2	ECZ	40406
4	MADHUBANI	542	MUZ	ECZ	40276
5	SAMASTIPUR	535	BEGU	ECZ	36865
6	HAZARIBAG	525	HBZ	ECZ	35366
7	BUXAR	502	PAT-2	ECZ	33871
8	CONTAI	467	KGP	EZ	33522
9	BETTIAH	547	MUZ	ECZ	32736
10	SIWAN	546	PAT-2	ECZ	32715

TOP 10 BRANCHES (FPI) AS ON 31.01.2013					
RANK	NAME OF BRANCH	BRN CODE	DIVISION	ZONE	FPI (in lacs)
1	JANPATH	310	DELHI DO-1	NZ	6723.48
2	MOOL CHAND	119	DELHI DO-1	NZ	4296.32
3	SAT NAGAR	124	DELHI DO-1	NZ	3707.08
4	PUNE CBO 955	955	PUNE II	WZ	3632.06
5	CBO 1	871	VADODARA	WZ	3531.41
6	CBO-4	422	KMDO-I	EZ	3404.34
7	MODEL TOWN	123	DELHI DO-2	NZ	3320.86
8	C.B 2	642	HYDERABAD	SCZ	3291.31
9	CONN.PLACE	115	DELHI DO-1	NZ	3084.00
10	CBO-11	421	KMDO-I	EZ	3066.63

**Hurry !!!**

**Only 20 days left**

**Only 51 Days Left**

**"Fabulous Nidhi" Competition**

**'All India ACE Agents' Competition**

Period – 01.01.13 to 28.02.13		Period : 01.05.12 to 31.03.13			
Sale under 'Flexi Plus', 'Jeevan Ankur', 'Bima Bachat' & New Jeevan Nidhi will qualify		10% Credit for Single Premium & 100% Credit for Non-Single Premium			
No. of Policies	Credit Points earned	Level	Lives & EFPI		Award
20	20	1	250 lives & 20 Lacs EFPI	O R	45 Lac EFPI Cash Award of 20,000/-
21 to 30	20+5 points for each slab of 5 Policies under specified plans	2	400 lives & 30 lac EFPI		90 Lac EFPI Educational Seminar within India
31 & above	30+5 Points for each slab of 3 Policies under specified plans	3	600 lives & 50 lac EFPI		1.5 Cr. EFPI Educational Seminar at Dubai/Srilanka
Cash Value of one credit point = Rs. 75/-		4	1000 Lives & 80 Lac EFPI		2.75 cr EFPI Educational Seminar at Australia/New Zealand

On completion of 1.5 times the eligibility criteria spouses can also accompany the trip (1.5 times of Cash Award in case of level I).

**Only 51 Days left**

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<b>"Samriddhi-II Competition"</b>		<b>"MDRT 2014 - Grand Convention" -</b>		
Period 01.08.12 to 31.03.13		Period 01.01.13 to 31.03.13		
Agents who are members or those joining during the year – Swavalamban/Samvardhan Pension /Scheme are eligible. Those not able to join due to higher age are eligible for momento.		Level	Performing level	Rewards
No. of Policies & lives	Reward Rs.	I	On fulfilling TOT (Rs.50,16,600 FYC or Rs. 2,00,66,400 FYP)	Participation in Convention at Andaman with spouse & Honour by CO Dignitary with memento worth Rs. 20,000/-
25 Policies with minimum 20 lives	1000/-	II	On fulfilling COT (Rs.25,08,300 FYC or Rs. 1,00,33,200 FYP)	Participation in Convention at Andaman & Honour by CO Dignitary with memento worth Rs.15,000/-
50 Policies with minimum 40 lives	2250/-	III	On fulfilling Double MDRT (Rs. 16,72,200 FYC or Rs. 66,88,800 FYP)	Participation in Convention at Andaman & Honour by CO Dignitary with memento worth Rs. 10,000/-
75 Policies with minimum 60 lives	3500/-	IV	On fulfilling MDRT parameters (Rs. 8,36,100 FYC or Rs. 33,44,400 FYP)	Convention at Andaman & Honour by CO Dignitary with memento worth Rs. 5,000/-
100 Policies with minimum 80 lives & above	5000/-			

*For details kindly refer to the Original Circulars*

*Participation of LIC in Mumbai Marathon - 20<sup>th</sup> January 2013*



*Shri D K Mehrotra, Chairman , Shri Thomas Mathew T, MD, Shri Hemant Bhargava, ED (Mktg/PD) and other dignitaries and employees of LIC running for a cause - **SAVE GIRL CHILD.***

*SBA's Meet at held at Pune on 15<sup>th</sup> January, 2013*

*All India SBA Meet was held at Pune on 15-01-2013. Over 500 top SBAs have attended the Meet. The Meeting was graced by our Hon'ble Chairman Shri S Sarkar, Managing Director, Shri Hemant Bhargava, ED (Mktg/PD) and Shri S N Bhattacharya, Chief(SBA). The participants were very enthusiastic and assured their best performance during the Current Financial Year to keep the flag of LIC high.*



*Chairman, MD & Chief SBA on the dias & Shri Hemant Bhargava, E.D.(Mktg./PD) addressing SBA's Meet*

*A view of the Participants*

*The difference between ordinary & extraordinary is that little extra*

Please mail achievements pertaining to Mktg. dept./ Field force and feedback / suggestions to [co\\_marketing@licindia.com](mailto:co_marketing@licindia.com)