



June 2013

उत्कर्ष
UTKARSH

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

Our Performance till 31st May, 2013

	Budget (Cr)	Volume Cr	Growth rate(%)	A2B %age
NOP	4.05	2871702	-11.64	7.09
FPI	33000	2559.14	-7.06	7.75

LIC's Market Share

	Upto 31.03.13	Upto 30.04.13
NOP %	83.24	80.94
FYP %	71.25	73.14

Top Zones

	NOP	FPI
Absolute Volume	North Zone 473810	Western Zone 607.63 Cr
Growth Rate %	Eastern Zone 4.57	Western Zone 10.31
A2B %	North Zone 8.28	Eastern Zone 8.76

Top Divisions

	NOP	FPI
Absolute Volume	Gorakhpur 62041	Ahmedabad 88.48 Cr
Growth Rate %	KM DO-II 24.69	Nagpur 95.86
A2B %	Ajmer 10.35	Ahmedabad 14.75

Felicitation by Chairman

Felicitation program for Development Officers :

Duration: 01.06.2013 to 30.06.2013

Qualifying condition for Development Officers:

Performance Parameters	Reward
On procuring 1 crore FPI <u>or</u> 1500 policies during the month of June 2013	Felicitation 'With spouse' by Chairman
On procuring 50 lakh FPI <u>or</u> 750 policies during the month of June 2013	Felicitation by Chairman

"Resource Building" Competition for Development Officers

Competition Period: 1st June 2013 to 30th September, 2013

Qualifying Conditions

To qualify for the rewards the Development Officers would be required to fulfill the following performance levels during the Competition period:

Level	Performance Parameters	Reward
I	On recruiting 40 agents from 1.6.2013 to 30.9.2013 and getting them activated with 2 policies with average FP of Rs. 2000/-	Participation ' With Spouse ' in Educational Seminar at a place within India
II	On recruiting 20 agents from 1.6.2013 to 30.9.2013 and getting them activated with 2 policies with average FP of Rs. 2,000/-	Cash Award of Rs. 20,000/-

TOP 10 DEVELOPMENT OFFICERS (NOP) AS ON 31.05.2013			
RANK	NAME (Sh./Smt.)	ZONE	NOP
1	HARISH GUPTA	NZ	2469
2	SANJAY KUMAR SINGH	ECZ	1666
3	SRI SAGAR SAHA	EZ	1213
4	SUDHIR KUMAR	ECZ	1168
5	D K CHITTORIA	NZ	1121
6	CHANDRA KET SINGH	ECZ	1069
7	SRI ARUN KUMAR	ECZ	987
8	ANIL KUMAR VERMA	ECZ	949
9	SHIBDAS CHAKRABORTY	EZ	946
10	NIRMALYA KUMAR MONDAL	EZ	929

TOP 10 DEVELOPMENT OFFICERS (FPI) AS ON 31.05.2013			
RANK	NAME (Sh./Smt.)	ZONE	FPI (in lacs)
1	SUKETU C JANANI	WZ	2734.39
2	S K MATHUR	WZ	1086.13
3	P P SHETTY	WZ	911.65
4	SUNIL A SHAH	WZ	562.04
5	HARISH GUPTA	NZ	238.87
6	R. SATISH CHANDRA	SCZ	210.89
7	G.MADHUSUDHANAM	SCZ	203.08
8	C B ZINZUWADIA	WZ	200.11
9	DEEPAK KUMRA	NZ	199.23
10	PRASAD VASUDEO GOSAVI	WZ	186.74

TOP 10 AGENTS (NOP) AS ON 31.05.2013			
RANK	NAME (Sh./Smt.)	ZONE	NOP
1	CHINTAPALLI SAI KUMAR	SCZ	600
2	RAJENDER KUMAR	NZ	501
3	AUTI DATTATRAY JAYRAM	WZ	399
4	VIRAMBHAI R. MAHERIYA	WZ	361
5	KAMALAKANTA SUAR	ECZ	351
6	SURENDRA K. DHINGRA	NCZ	334
7	DR.SUDHIR KUMAR	ECZ	313
8	K.MOINUDDIN	SCZ	302
9	ARUN KUMAR SINGH	NCZ	289
10	K.NAGALATHA	SZ	283

TOP 10 AGENTS (FPI) AS ON 31.05.2013			
RANK	NAME (Sh./Smt.)	ZONE	FPI (in lacs)
1	SHANTILAL M VAGHASIYA	WZ	1443.40
2	VAGHASIYA G. SHANTILAL	WZ	1263.76
3	SHYAMLATA S.PODDAR	WZ	1000.56
4	HARENDRA D. SHAH	WZ	902.29
5	JANAK N PARIKH	WZ	517.66
6	ANUSUYA .R	SCZ	201.98
7	DHAVAL B SHAH	WZ	199.40
8	NALLADARU ARESH	WZ	185.93
9	B.V.PAREKH.	WZ	151.77
10	BUNDELKHANDI M. PUNJU	WZ	140.83

TOP 10 BRANCHES (NOP) AS ON 31.05.2013					
RANK	BRANCH	BRN CODE	DIVISION	ZONE	NOP
1	MOTIHARI	536	MUZAFFARPUR	ECZ	7804
2	HAJIPUR	545	PATNA -1	ECZ	6139
3	ARA	528	PATNA -2	ECZ	5386
4	CONTAI	467	KGP	EZ	5370
5	MADHUBANI	542	MUZAFFARPUR	ECZ	4734
6	HAZARIBAG	525	HAZARIBAGH	ECZ	4509
7	SULTANPUR	221	FAIZABAD	NCZ	4463
8	SIWAN	546	PATNA -2	ECZ	4443
9	SAMASTIPUR	535	BEGUSARAI	ECZ	4391
10	Sat Nagar	124	DELHI DO-1	NZ	4304

TOP 10 BRANCHES (FPI) AS ON 31.05.2013					
RANK	NAME OF BRANCH	BRN CODE	DIVISION	ZONE	FPI (in lacs)
1	AHMEDABAD 2	837	AHMEDABAD	WZ	3057.27
2	913	913	MUMBAI 1	WZ	1295.38
3	NARANPURA	83T	AHMEDABAD	WZ	1064.02
4	901	901	MUMBAI 1	WZ	1048.53
5	Janpath	310	DELHI DO-1	NZ	689.05
6	CBO 1	871	VADODARA	WZ	570.81
7	Mool Chand	119	DELHI DO-1	NZ	569.71
8	NAVSARI 1	865	SURAT	WZ	535.89
9	CBO-4	422	KMDO-I	EZ	527.82
10	LUDHIANA-I	175	LUDHIANA	NZ	491.58

"Gaining the Edge"

New Business Competition for Agents & Development Officers:

New Business Competition has been floated for Agents & Development Officers:

Competition Period: 16th May, 2013 to 30th September, 2013

Qualifying Conditions for Agents:

To qualify for the rewards the participants shall have to fulfill the following performance levels:

No. of Policies procured under Bima Bachat/Jeevan Anand/Jeevan Saral/New Bima Gold/Jeevan Akshay-VI /Jeevan Tarang	Credit Points earned
20	20
21 to 30	20 + 5 points for each slab of 5 policies under the specified plans
31 & above	30 + 5 points for each slab of 3 policies under the specified plans.
Cash value of one credit point = Rs. 50/-	

OR

Eligible Premium procured under Bima Bachat/ Jeevan Anand/ Jeevan Saral/New Bima Gold/ Jeevan Akshay- VI/ Jeevan Tarang	Credit Points earned
75,000	20
75,001 to 1,15,000	20 + 5 points for each block Rs. 20,000 EFPI under the specified plans
1,15,001 & above	30 + 5 points for each block of Rs18,000 EFPI under the specified plans.
Cash value of one credit point = Rs. 50/-	

EFPI (Eligible First Premium Income) is defined as below:

- 10% of FPI brought under Single Premium mode policies.
- 100% of FPI brought under Non-Single Premium mode policies.

Qualifying Conditions for Development Officers:

To qualify for the rewards the participants shall have to fulfill the following performance levels:

No. of Policies procured under Bima Bachat/ Jeevan Anand/Jeevan Saral/New Bima Gold/ Jeevan Akshay- / Jeevan Tarang	Credit Points earned
100	20
101 to 150	20 + 10 points for each slab of 25 policies under the specified plans
151 & above	40 + 10 points for each slab of 20 policies under the specified plans
Cash value of one credit point = Rs. 50/-	

OR

Eligible Premium procured under Bima Bachat/ Jeevan Anand/Jeevan Saral/New Bima Gold/ Jeevan Akshay- VI/Jeevan Tarang	Credit Points earned
Rs. 2,50,000	20
Rs. 2,50,001 to 5,00,000	20 + 10 points for each block of Rs. 1,25,000 EFPI under the specified plans
Rs. 5,00,001 & above	40 + 10 points for each block of Rs.1,10,000 EFPI under the specified plans
Cash value of one credit point = Rs. 50/-	

EFPI (Eligible First Premium Income) is defined as below:

- 10% of FPI brought under Single Premium mode policies.
- 100% of FPI brought under Non-Single Premium mode policies.

(For details refer CO Circular Ref.: Mktg./Oprns. dt. 09-05-2013)

(Bima Nivesh Plan has been included (Refer C.O. communication Dt. 20.05.13)

'Early Bird' Incentive for the month of June,2013:

It has been decided to enhance the cash value of each credit point from Rs. 50 to Rs. 60 **for the month of June 2013 only.**

Policies or EFPI procured under the specified plans as per detail above	Cash Value of each credit point (For Agents & Development Officers)
16.05.2013 to 31.05.2013	Rs. 50
01.06.2013 to 30.06.2013	Rs. 60
01.07.2013 to 30.09.2013	Rs. 50

(For complete details refer CO communication Mktg./Oprn dt. 07.06.13)

"MDRT 2014 – Grand Convention" Campaign for Agents

Agents who could not fulfill the MDRT-2014 parameters by 31.3.2013 but fulfill the same by 30.6.2013 would be entitled for reward as detailed hereunder:

Performance Level	Reward
On fulfilling MDRT-2014 parameters by 30.06.2013.(Qualifying Condition Rs. 8,36,100 FYC or Rs.33,44,400 FYP)- (Bonus commission to be excluded)	Participation in convention at a place within India. (This convention would be held at a place other than Port Blair)

Further, it has been decided that those Agents who have already fulfilled the MDRT-2014 parameters and also those who become MDRT- 2014 by 30.6.2013 would be entitled for cash awards in addition to their entitlement for participation in the convention, as per detail hereunder:

Sl.	Performance Parameters	Cash Award(Rs.)
1	On procuring Rs. 1,00,000 EFPI during the month of June 2013	1500
2	On procuring Rs. 2,00,000 EFPI during the month of June 2013	3200
3	On procuring Rs. 3,00,000 EFPI during the month of June 2013	5000
4	On procuring Rs. 4,00,000 EFPI during the month of June 2013	7000
5	On procuring Rs. 5,00,000 EFPI during the month of June 2013	9000

(Eligible First Premium Income- 10 % of Single premium & 100 % of Non- Single premium)
(For complete details kindly C.O. communication Ref.Mktg./Oprns dt. 07.06.2013)

UNIT MEETINGS FOR FINANCIAL YEAR 2013-14

To conduct Unit Meetings from 01/06/2013 to 15/07/2013 the amount of expenses payable per participant has been revised. The revised amount is as below:

City Class	Population details	Amount (Rs.) per participant
A	Cities with population exceeding 12 lakhs.	400/- (inclusive of Taxes)
B	Cities with population exceeding 5 to 12 lakhs	300/- (inclusive of Taxes)
C	Other cities not included in (A) and (B) above	200/- (inclusive of taxes)

(For complete details kindly refer Circular Mktg/ZD/17/2013 dtd 24.05.2013 & Mktg/ZD/20/2013 dt. 11/06/2013)

Scheme open for Enrolment for ASBAs

The scheme for enrolment for Aspiring Sr. Business Associates for the F.Y. 2013-14 is open from 01.06.2013 to 31.10.2013 for the Development Officers eligible for the ASBA scheme.

"Imagine, Believe & Achieve"

Please mail achievements pertaining to Mktg. dept./ Field force and feedback / suggestions to
co_marketing@licindia.com