



November 2013

उत्कर्ष

UTKARSH

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

From Executive Director's Desk



We are in the crucial Q3 of the current fiscal and more so with the existing products going off the shelf by 31st December 2013, the remaining 35 odd days becomes much more significant for us. The month of September 2013 was historic for the Corporation as we procured ₹ 5295 crore First premium income (FPI) and registered 104 % growth in FPI. The Corporation is determined to surpass its achievement of September 2013 and aspires to achieve ₹ 10,000 crore FPI in the month of December 2013.

Friends, I want you to re-think and draw inferences from the daily news items where we find that the old records are shattered and new landmarks are created by dedicated persons. The record which seems invincible is broken and new records are set up. This picture throws light on the immense capacity of human beings. Just when we are thinking that we have reached our limits, somebody else comes up & surprises us with a better performance than the benchmark which sometime back was classified as outstanding or excellent.

I urge each one of you to challenge yourself and utilize the huge reservoir of potential that lie untapped in you. I look forward to your surpassing your personal record and creating a new record in the history of the Corporation in this calendar year itself.

With Seasons greetings and best Wishes,



Our Performance till 31st October, 2013



LIC's Market Share

NOP %



FYP %



TOP ZONES

	NOP	FPI		NOP	FPI
Absolute Volume	WZ 3702507	WZ 3930.26 Cr	Absolute Volume	Gorakhpur 356662	KMDO-1 404.79 Cr
Growth Rate %	WZ 43.48	WZ 36.75	Growth Rate %	Howrah 58.69	Mumbai-3 75.43
A2B %	WZ 54.85	WZ 52.90	A2B %	Mumbai-4 63.13	Mumbai-3 66.50

TOP DIVISIONS

Top 10 Development Officers (NOP) as on 31.10.13

RANK	NAME (Sh./Smt.)	ZONE	NOP
1	HARISH GUPTA	NZ	13468
2	SANJAY KUMAR SINGH	ECZ	10734
3	K VENU	SZ	9098
4	SAGAR SAHA	EZ	9068
5	ARUN KUMAR	ECZ	7782
6	SHIBDAS CHAKRABORTY	EZ	6939
7	SUDHIR KUMAR	ECZ	6341
8	SURAJIT DAS	EZ	5963
9	SANJAY GARG	NZ	5946
10	KRISHNA KUMAR SINGH	ECZ	5852

Top 10 Development Officers (FPI) as on 31.10.13

RANK	NAME (Sh./Smt.)	ZONE	FPI (in lacs)
1	SUKETU C JANANI	WZ	2965.56
2	LALIT SETH	NZ	1962.55
3	S K MATHUR	WZ	1794.05
4	SANJAY GARG	NZ	1726.52
5	HARISH GUPTA	NZ	1581.11
6	P P SHETTY	WZ	1266.97
7	A.K.JHA	WZ	970.27
8	G.MADHUSUDHANAM	SCZ	905.39
9	DEEPAK BAKSHI	NZ	900.77
10	NAIN SINGH	NCZ	900.51

Top 10 Agents (NOP) as on 31.10.13

RANK	NAME (Sh./Smt.)	ZONE	NOP
1	M. BHARATHI	SZ	2846
2	SURENDRA KUMAR DHINGRA	NCZ	2375
3	AUTI DATTATRAY JAYRAM	WZ	2174
4	RAJENDER KUMAR	NZ	1783
5	KONSAM BIMOLCHAND SINGH	EZ	1493
6	LEELADHAR RATHI	CZ	1486
7	I.ANANDA SINGH	EZ	1451
8	KAMALAKANTA SUAR	ECZ	1359
9	SAU. MANJUSHA A SARNAIK	WZ	1285
10	CHINTAPALLI SAI KUMAR	SCZ	1277

Top 10 Agents (FPI) as on 31.10.13

RANK	NAME (Sh./Smt.)	ZONE	FPI (in lacs)
1	NISHANK BUCKSHEY	NZ	1755.99
2	SHANTILAL M VAGHASIYA	WZ	1479.99
3	VAGHASIYA G. SHANTILAL	WZ	1277.37
4	HARENDRA D. SHAH	WZ	1201.73
5	SHYAMLATA S.PODDAR	WZ	1088.56
6	ANUSUYA .R	SCZ	553.24
7	JANAK N PARIKH	WZ	540.69
8	PAI NITIN NARASIMHA	WZ	522.05
9	CHINTAN H GHADIYALI	WZ	465.46
10	CHANDRAKANT O SHAH	WZ	462.02

Top 10 Branches (NOP) as on 31.10.13

RANK	BRANCH	BRN CODE	DIVISION	ZONE	NOP
1	MOTIHARI	536	MUZ	ECZ	43436
2	HAJIPUR	545	PAT -1	ECZ	41725
3	CONTAI	467	KGP	EZ	33197
4	ARA	528	PATNA -2	ECZ	32947
5	MADHUBANI	542	MUZUFFARPUR	ECZ	30284
6	AURANGABAD	517	PATNA -1	ECZ	28794
7	CHINSURAH	443	HOWRA	EZ	28310
8	SAT NAGAR	124	DELHI DO-1	NZ	27868
9	HAZARIBAG	525	HBZ	ECZ	27377
10	RAJNANDGAON	249	RAIPUR	CZ	26932

Top 10 Branches (FPI) as on 31.10.13

RANK	NAME OF BRANCH	BRN CODE	DIVISION	ZONE	FPI (in lacs)
1	JANPATH	310	DELHI DO-1	NZ	4620.85
2	AHMEDABAD 2	837	AHMEDABAD	WZ	4422.35
3	913	913	MUMBAI 1	WZ	3940.29
4	SOUTH EXTN.	11F	DELHI DO-1	NZ	3665.96
5	MOOL CHAND	119	DELHI DO-1	NZ	3275.12
6	CBO-4	422	KMDO-I	EZ	3257.63
7	LUDHIANA-I	175	LUDHIANA	NZ	3026.18
8	PUNE CBO 955	955	PUNE II	WZ	2903.05
9	NAVSARI 1	865	SURAT	WZ	2861.29
10	DADAR	897	MUMBAI 2	WZ	2847.42

Obituary



Shri Rebati Ranjan Dash, Executive Director (Marketing/PD), a visionary of the Corporation passed away suddenly due to massive heart attack on the **22nd of October, 2013** at **Mumbai. Born on 14.02.1954**, Shri Dash started his career in LIC as a **10th Batch Direct Recruit Officer**. He is survived by his wife, son and daughter.

During his illustrious career he occupied various positions in different parts of the country ranging from **Sr./Branch Manager for 8 years, Marketing Manager for 1 year, S.D.M. (In-Charge) for 7 years, Z.M. (In-Charge) for 6 years and finally as Executive Director (Marketing/PD)**.

As In-charge of the Zones, he headed **Two very important & Big Zones viz. Eastern Zone** which is known for the performance in **Number of Policies & Western Zone** which is the **biggest Zone** spread over **3 States**, with **403 Branches**.

We on behalf of the Marketing Fraternity of LIC of India, express our heart felt condolences on his sudden & unexpected death. It is an irreparable loss to the Organization, losing such a loving personality.

We pray **Lord Almighty** to rest his soul in peace & give all strength to the bereaved family to sustain the loss.



"December Express" - New Business Competition for Agents

Central Office has floated following New Business Competition for Agents :

Competition Period: 17.10.2013 to 31.12.2013

Qualifying Conditions :

Level	Performance Parameters	Reward (₹)
V	1.50 crores FPI <u>OR</u> 750 Policies with average First Premium of 2000	Felicitation 'With Spouse' by CO Dignitary with attractive Memento
VI	1.00 crore FPI <u>OR</u> 500 Policies with average First Premium of 2000	Felicitation by CO Dignitary with attractive Memento
III	75 lakh FPI <u>OR</u> 350 Policies with average First Premium of 2000	30,000
II	40 lakh FPI <u>OR</u> 200 Policies with average First Premium of 2000	15,000
I	20 Lakh FPI <u>OR</u> 100 Policies with average First Premium of 2000	7,000

❖ (For complete details kindly refer CO Communication Mktg./Oprn. Dt. 17.10.13)

"December Express" - New Business Competition for Development Officers

Central Office has floated following New Business Competition for Development Officers:

Competition Period: 17.10.2013 to 31.12.2013

Qualifying Conditions :

Level	Performance Parameters	Reward (₹)
IV	2.00 crore FPI <u>OR</u> 3200 policies with FPI of 1.00 Crores during the competition period	Felicitation 'With Spouse' by CO dignitary with attractive memento
III	1.25 crore FPI <u>OR</u> 2000 policies with FPI of 65 lac during the competition period	Felicitation by CO dignitary with attractive memento
II	75 lakh FPI <u>OR</u> 1250 policies with FPI of 35 lac during the competition period	15000
I	40 Lac FPI <u>OR</u> 750 policies with FPI of 20 lac during the competition period	7500

❖ (For complete details kindly refer CO Communication Mktg./Oprn. Dt. 17.10.13)

“MDRT 2014 - Special” Competition for Agents

Central Office has floated following New Business Competition for Agents:

Competition Period: 16.11.2013 to 31.12.2013

Qualifying Conditions :

1. To be eligible for rewards under this competition, the Agent should qualify for MDRT-2014 by 31st December 2013.
2. Agents who have already qualified for MDRT- 2014 are also eligible for rewards under this competition.
3. The Performance Level & Rewards are as under:

Level	Performance Parameters	Reward (₹)
I	On procuring 2 lakhs FPI during the competition period	2,000
II	On procuring 3 lakhs FPI during the competition period	3,200
III	Thereafter on every slab of 1 lakh FPI during the competition period	1,500

The maximum reward payable to Agent under the captioned competition shall be Rs.1 Lakh
(For complete details kindly refer CO Communication Mktg./Oprn. Dt. 16.11.13)

LATEST CIRCULARS

Circular Ref.	Date of issue	Contents
CO/PD/34	30.10.2013	Modification of LIC's Accident Benefit Rider
CO/PD/35	06.11.2013	Withdrawal of Health Plans
CO/PD/36	09.11.2013	Modification of LIC's Accident Benefit Rider (Covering accidental death only)
CO/PD/37	14.11.2013	Introduction of Modified Plan – LIC's Jeevan Arogya – Plan No. 904
CO/PD/38	20.11.2013	Withdrawal of Products

OTHER IMPORTANT CIRCULARS

Circular Ref.	Date of issue	Contents
CO/CRM/PS/2013-14/39	30.10.2013	Extension of Special Revival Campaign upto 30/11/2013
CO/CRM/PS/2013-14/40	01.11.2013	Acceptance of passport, driving license and Aadhar card as proof of residence for KYC

Educational Seminar of Corporate Club Members at Shanghai - 16.10.13



*Late Shri R.R.Dash, Executive Director (Mktg./PD)
addressing the Corporate Club Members*



*Late Shri R.R.Dash, E.D.(Mktg./PD) &
Shri R.N.Mishra, Secretary (Mktg.) interacting with
Corporate Club Members*



A view of the participants



A view of the participants



A View of the Participants



A View of the participants

42nd Chairman's Club Convention : M.Y.2012-13 at Hyderabad - 21.10.13 (CZ,EZ & WZ)



Shri S.K.Roy, Chairman lighting the lamp alongwith Senior Agents



Shri S.Sarker, M.D. addressing the Chairman Club Members



Shri S.B.Mainak, M.D. addressing the Chairman Club Members



Late Shri R.R.Dash, E.D. (Mktg./PD) addressing the Chairman Club Members



Group Photograph of Chairman Club Members



Group photograph of Chairman Club Members

42nd Chairman's Club Convention : M.Y.2012-13 at Kolkata - 12.11.13

(NZ,NCZ & SZ)



*Shri S.K.Roy, Chairman addressing the
Chairman Club members*



*Shri Hemant Bhargava, Z.M. (E.Z.)
welcoming Shri S.Sarker, M.D.*



*Shri S.B.Mainak, M.D. addressing the
Chairman Club Members*



*Shri V.K.Sharma, M.D. addressing the
Chairman Club Members*



*Ms. Usha Sangwan, M.D. addressing the
Chairman Club Members*



*Shri S.N.Bhattacharya, E.D.(Mktg./PD)
addressing the Chairman Club Members*



*Shri Hemant Bhargava, ZM (EZ)
addressing the Chairman Club Members*



A View of the Participants

"MDRT-2014 Grand Convention Campaign" for Agents' & Development Officers at Bhubaneswar on 18th November -2013



Shri H.S.B.Sinha, Chief (Mktg) lighting the lamp



Shri R.N. Mishra Secretary (Mktg.) lighting the lamp



Shri B.Majhi, SDM, Bhubaneswar addressing the participants



Shri R.N.Mishra, Secretary (Mktg) addressing the participants



Shri H.S.B.Sinha, Chief (Mktg.) Honouring vibrant Agent Shri Bharat Parekh



A view of the participants

**Final Leap NB Competition for Marketing Officials
(Educational Seminar)
Held at Kolkata on 20.11.2013**



Shri Hemant Bhargava, ZM (EZ) lighting the lamp



Shri Hemant Bhargava, Z. (EZ) addressing the Qualifiers



Shri H.S.B.Sinha, Chief (Mktg.) addressing the Qualifiers



Shri R.N. Mishra, Secy.(Mktg.) addressing the Qualifiers



A view of the Participants



A view of the participants

Two things in life never come back – OPPORTUNITY and TIME

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