



Central Office "Yogakshema", Marketing-SBA, Jeevan Bima Marg, Mumbai - 400 021

Ref: CO/MKTG/LICA/2023-24/07

Date: 09.02.2024

**All Zonal Managers, Regional Managers (Mktg)
Sr. Divisional Managers, Branch In-charges,
Audit/Inspection Centres, MDC**

**Re: Clarification Related to CO Circular Ref: CO/MKTG/LICA/2023-24/5
dated 31.01.2024 for LIC Associate Engagement Criteria**

The recent modification criteria for engagement of LIC Associate (LICA) was issued vide the above mentioned circular on 31.01.2024.

We are receiving some queries related to eligibility criteria for which point-wise clarification for proper administration of the scheme is being issued as under;

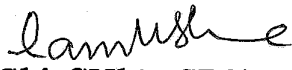
Point No. 3 of the Circular: The point No. 3 calls for positive growth on both counts i.e. NOP and TFPI (SP+NSP). This condition will come into effect for SBAs/DOs retiring from the month of April 2024 onwards. The SBAs/Dev Officers who are going to superannuate upto 31.03.2024 are exempt from this condition for engagement.

Point No. 2 of the Circular : In our earlier Circular Dated 17.06.2016, SBAs/DOs were required to have minimum 50 In-force Agents at the time of his/her superannuation which after issue of the Circular Ref : CO/MKTG/LICA/2023-24/5 dated 31.01.2024 is no more applicable. Now, any retiring SBA/DO aspiring to become LICA has to obtain consent from at least **30 un-allotted Agents of his/ her organisation** to join his/her post-retirement team.

Point No. 1 of the Circular : The earlier requirement of Average Cost ratio of last 5 years has been removed. As per the new Circular dated 31.01.2024 the Cost Ratio of only one year is taken into account. Now, the required Cost Ratio of **last full Completed Appraisal Year should be 12.04% or less.**

Please also note that waiver of 1% excess Cost Ratio over required basic Cost Ratio has been removed, hence, now the **earlier provision of 1% waiver of Cost Ratio at CO level is not available. Zonal Manager is the final Authority to approve the engagement as LICA with maximum 12.04% Cost Ratio.**

For any Query, you may write to us on co_marketing.sba


Chief(Mktg-SBA)
