



Marketing-FPT Department, Central Office, Yogakshema, Jeevan Bima Marg, Mumbai 400 021,

Ref: CO/Mktg/FPT/Training/2023-24/2

Date: 28.03.2024

All HODs of Central Office
All Zonal Offices
All Divisional Offices
All Branch Offices & satellite Offices
Audit and Inspection Departments
MDC, ZTCs & STCs

Re: Guidelines for change of sponsorer in case of request by sponsored candidate

During the process of Agency Recruitment, PAN of the sponsored candidate gets linked with the registration number & code number of the sponsorer (Dev. Officer/ SBA/ CLIA/ LICA/ CO) who gives consent for sponsorship of such candidate.

There are instances where the sponsored candidates do not get enrolled as 'agent' due to lack of follow up by sponsorer or for some other reasons. In such cases, Divisions/ DTCs are advised to send quarterly reminders through SMS / Emails / letters to the concerned sponsorers and follow up the matter with the candidates to complete the procedure required for allotment of agency code.

Further, it has been decided that in case the candidate wishes to change his/her sponsorer and work under a different sponsorer (Dev. Officer/ SBA/ CLIA/ LICA/ CO) other than the one who initially sponsored him/her and submits his/her request for change of sponsorer after 6 months from the date of Registration, but before passing the Pre Recruitment Test (PRT), then NOC from the previous sponsorer, is not to be insisted upon for change of sponsorer.

In all other cases of change of Sponsorer, prevailing practice of obtaining NOC etc. is to be followed.

Kindly bring the above guidelines to the notice of all concerned.

Executive Director (Marketing/PD) & CMO

Note: This document is the property of the Life Insurance Corporation of India and its reproduction in any form and / or transmission and / or publication on any social media without the express permission of Life Insurance Corporation of India will be treated as a violation of the LIC of India (Staff) Regulation, 1960, as amended from time to time, and the relevant provisions of the Information Technology Act, 2008.

Any reproduction of this document by any Agent of the Corporation will attract action under Regulations 16 and 19(2) read with regulation 8 and the Second schedule of Life Insurance Corporation of India (Agents) regulations, 2017, as amended from time to time.