

NOTICE

**LIFE INSURANCE CORPORATION OF INDIA**  
**South Central Zonal Office, Secretariat Road, Hyderabad 500063**  
**Tele-040 23232892**  
**Engagement of Direct Sales Executives**

LIC of India proposes to engage Direct Sales Executives for various offices of the Corporation purely on a contract basis for a period of three years only under the jurisdiction of South Central Zonal Office. The approximate number of Direct Sales Executive required will be 1,347. The number of engagements may be changed during the selection process depending on the requirements of the office

Sl. No	Division	Direct Marketing Unit	NO. OF DSEs TO BE ENGAGED							
			General	S.C.		S.T.		O.B.C.		TOTAL
					Current	Backlog	Current	Backlog	Current	
1	Bangalore 1	Bangalore 1	47	16	2	5	4	25	12	111
2	Bangalore2	Bangalore 2	56	10	11	3	7	18	19	124
3	Belgaum	Belgaum	64	8	10	3	6	13	20	124
4	Raichur	Bellary	53	10	9	5	4	19	16	116
5	Shimoga	Davanagere	50	8	10	3	6	13	20	110
6	Warangal	Khammam	42	3	7	5	3	12	14	86
7	Kadapa	Kurnool	52	12	0	7	1	22	6	100
8	Udupi	Mangalore	63	8	14	3	6	16	22	132
9	Mysore	Mysore	57	16	7	3	5	21	15	124
10	Machilipatnam	Vijayawada	43	9	7	3	4	14	19	99
11	visakhapatnam	visakhapatnam	60	16	1	8	2	28	3	118
12	Warangal	Warangal	49	21	0	5	0	28	0	103
13	Hyderabad	Hyderabad	NO RECRUITMENT							
14	Karimanagr	Karimanagr								
15	Nellore	Nellore								
16	Rajahmundry	Rajahmundry								
17	Dharwad	Hubli								
18	Secunderabad	Secunderabad								
TOTAL			636	137	78	53	48	229	166	1347

**1. JOB REQUIREMENT:**

It is primarily a Marketing job. The DSEs shall be directly responsible for Procuring New Business, Providing Policy Servicing and related jobs from the areas allotted to them. They shall also carry out any other instructions given to them from time to time. For this purpose considerable movements including tours covering entire area allotted to them are involved.

**2. ELIGIBILITY CONDITIONS:**

**a) Qualification:**

Applicant shall possess the Bachelor's Degree of a University established in India under a statute. Preference may be given to those applicants who possess a Bachelor Degree or

Diploma in Marketing /Management. Good working knowledge of English and also one Regional language preferably local language is desirable. Knowledge of soft skills such as Power Point / Word / Excel would be additional advantage.

- b) **Age:** (i) The applicant shall have completed 21 years of age and not more than 35 years of age as on 01.09.2011 (**cut-off date**).

(ii) The upper age limit as on 01.09.2011 of an applicant belonging to a group given below shall not exceed the age mentioned in corresponding column no. (3):-

Sr. No.	Category	Age limit in years
(1)	(2)	(3)
(1)	Member of a Scheduled Caste or a Scheduled Tribe	40
(2)	Member of OBCs (other than those in creamy layer).	38
(3)	Ex-serviceman	35, increased by the number of years of service in the armed forces subject to maximum age of 45 years where he is a member of OBCs and 47 years where he is a member of SC or ST and Maximum of 42 years in Other than SC,ST,OBC Cases.

- c) The spouse of employees and agents of LIC of India shall not be eligible for engagement.
- d) Agents of LIC of India holding valid license issued by the IRDA are not eligible for engagement.
- e) Agents having valid IRDA license and working with other insurers need to submit 'NOC' from their insurer.
- f) Those applicants will be given preference who have prior marketing experience.
- g) Reservation: Reservation for SC, ST, & OBC shall be provided as per rules.

### 3. **REMUNERATION:**

Direct Sales Executives, on engagement will be paid monthly remuneration, which will be entirely performance based. The quantum is dependent on DSE's achievement of specific business benchmarks and performance of assigned tasks to the satisfaction of Corporation.

### 4. **SELECTION PROCEDURE**

- a) Selection will be made on the basis of a written test (if necessary), followed by an Interview of candidates who qualify in the written test. Written Test (if any) may be held at the centre where Direct Marketing Unit applied for is located. The written test (if any) will be of Objective Type covering Sales aptitude Test of Reasoning, Numerical Ability and General Knowledge. The date and venue of the written test, if to be conducted, will be communicated to the eligible candidates through email and also posted on the website

[www.licindia.in](http://www.licindia.in) under link “Careers” and then “**ENGAGEMENT OF DIRECT SALES EXECUTIVES**”. Candidates are advised to check the site for this purpose.

- b) **Interview:** Candidates successful in the written test (if conducted) or eligible candidates will be called for an Interview. The Corporation reserves the right to restrict the number of candidates to be called for written test and/or interview commensurate with number of Direct Sales Executives to be engaged and the decision of the Corporation in this regard shall be final. No correspondence will be entertained in this regard.
- c) The selected candidates subject to their being found medically fit by the Medical Examiner authorized by LIC for the purpose will have to undergo Theoretical training and pass IRDA licensing test for obtaining a license to procure Life Insurance Business within a maximum period of three months in maximum three attempts, following which he may be engaged as an apprentice Direct Sales Executive.
- d) As an apprenticeship DSE, the candidate shall have to undergo insurance related training and pass a test on the same. The apprentice DSE shall be paid a fixed one-time stipend of Rs 3500/- (Rs. Three thousand five hundred only) as per rules of the Scheme.
- e) On successful completion of the apprenticeship and passing the test, the candidate shall be engaged as a Direct Sales Executive purely on contract basis subject to conditions framed by the Corporation.
- f) The selected candidate will be allotted specific area of operation during the period of engagement based on Business requirements.
- g) It is clarified that selection as a Direct Sales Executive does not confer any right on the candidate to be appointed as an employee in the Corporation.

##### **5. APPLICATION FEES (NON-REFUNDABLE):**

For all candidates (other than SC/ST category): Rs.100/- (Rs. One hundred only). The application fee shall be paid **by cash only** at the cash counter during cash hours only of any Branch office of Life Insurance Corporation of India under Account Code 114034.

##### **6. HOW TO APPLY:**

Candidates are necessarily required to apply On-line through LIC’s website under the heading “Careers” <http://www.licindia.in/careers.htm>. No other means/mode of applications will be accepted.

The application process will be in following stages:

- I. Applicants are first required to go to the LIC’s website [www.licindia.in](http://www.licindia.in) and click on the “Careers” to open the link “**ENGAGEMENT OF DIRECT SALES EXECUTIVES**”. Thereafter, open the Recruitment Notification and take a print out of the entire

Recruitment Notification. The candidate shall visit the nearest LIC Branch Office and make the payment of application fee of Rs. 100/- in cash (not applicable for SC/ST candidates). **No other mode of payment shall be acceptable. “Miscellaneous receipt” issued by the LIC of India in token of the fees collected will have to be submitted with the call letter at the time of the written test / interview. Without the Miscellaneous Receipt, the candidate will not be allowed to appear in the written test / interview.**

**Candidates are required to keep the original and photocopy of the miscellaneous receipt for future use.** Candidates have to register on-line only after obtaining the miscellaneous receipt for payment of application fee (not applicable for SC/ST) at the cash collection centre of LIC. If not, application shall be invalid.

- II. Candidates satisfying the conditions of eligibility as on 01.09.2011 are required to log in to LIC’s website under the heading “Careers” <http://www.licindia.in/careers.htm> for submission of applications on-line. Once the candidate clicks open the link “**ENGAGEMENT OF DIRECT SALES EXECUTIVES**”, another link titled “**ON-LINE APPLICATION FOR ENGAGEMENT OF DIRECT SALES EXECUTIVES 2011**” is to be opened. It redirects the candidates to the on-line registration page. The candidate is required to keep the details about bio-data and Miscellaneous Receipt ready to enable him/her to fill up the application form correctly. The name of the candidate or his/her father/husband etc. should be spelt correctly in the application as it appears in the certificates/mark sheets. The candidate is provided the option to recheck the data or submit the form after completing the details. While filling the ‘Fee Details’ in the online application form, candidates are required to enter and check the following:

- a) LIC Branch Code (Upper Left Hand Corner of the Miscellaneous Receipt) - Maximum 4 characters (Alpha Numeric).
- b) Miscellaneous Collection Number - Maximum 6 Digits (appearing in the shaded portion of the Box).
- c) Transaction Number (Tr. No.) - Maximum 8 Digits (appearing on the Left Hand Corner of the Receipt).
- d) Transaction Date (appearing on the Upper Left Hand Corner of the Receipt). A specimen of the Miscellaneous Receipt showing the above fields is shown below for reference.

**LIFE INSURANCE CORPORATION OF INDIA**

\*Branch:

\*Date:

\*Tr. No.:

Miscellaneous Receipt

Received with thanks Rs.100/- in cash from Smt/Ms/Sri

\_\_\_\_\_ towards the following:

\*Miscellaneous Collection No.: \_\_\_\_\_

Account Code No.: -----

Rupees One hundred only

Signature

Fields marked \* are mandatory & are required to be filled in the on-line application. Branch Code and Date of deposit of application fees should be filled in by the candidate correctly. On successful acceptance of appropriate validations in the online application form, a unique Registration number and Password is generated and displayed to the candidate. At the same time the Registration Number and Password are also emailed to the candidate. The candidate is advised to take a print-out of the application form after completing the application for future use.

Candidates can log on for Registration of Applications on the dates given below:

**Programme Dates:**

Opening date for Collection of fees at Branches of LIC: **29.08.2011**

Opening Date of On-Line Registration **29.08.2011**

Last Date for acceptance of Application Fees **18.09.2011**

Closing Date for On-line Registration **19.09.2011**

Last Date for Reprint **19.09.2011**

Candidates shall be solely responsible for filling up the online applications correctly. In case of invalid applications due to errors committed by the applicant no claims for refund of application fees so collected shall be entertained by the Corporation. To avoid last minute rush, candidates are advised to pay the application fees (wherever applicable) and register on-line at the earliest.

- III. After the online application is submitted and the candidate has taken print-out of the application form, he is advised to retain the application print-out and affix a recent passport size photograph on the appropriate space on it. Application print out is required to be submitted at the time of interview. Candidates are advised to retain four copies of the same photograph which will be required at various stages of selection process. The candidates can download the call letter for written test / interview from the LIC's website and affix the same photograph as affixed on the application form. This

call letter is compulsorily to be brought by the candidate at the time of written test / interview along with the “Miscellaneous Receipt”.

- IV. The candidates are advised NOT to send the application form to any LIC office other than bringing it personally at the time of interview.

**6. GENERAL INSTRUCTIONS:**

- (a) Candidates should ascertain, before applying, that they satisfy all the eligibility conditions as stipulated in the notification. Candidates who do not satisfy the eligibility conditions are liable to be disqualified at any stage of selection without further reference to them.
- (b) Decision of the Corporation in all matters regarding eligibility, conduct of examination, other tests, Interview, selection and allotment would be final and binding on all candidates. No representation or correspondence will be entertained by the Corporation in this regard.
- (c) In case more than one application is received from an applicant for the same Division and/or different Divisions and/or different Zones then, the first application received from the applicant as per on-line record shall be treated as his only application and all other applications shall be treated as invalid. In case of any doubt or dispute, the decision of the Zonal Manager shall be final and binding on the applicant. Therefore, applicants in their own interest are advised to register only single application.
- (d) At the time of Interview, the candidate will bring the following documents:
  - a) Print-out of Application Form (with photograph)
  - b) Call letter (with photograph)
  - c) Original and photocopy of “Misc. receipt” issued by LIC
  - d) Original & attested photo copies of:
    - a. SSC/HSC/Municipal Birth Certificate showing the Date of Birth
    - b. Bachelor’s Degree Certificate
    - c. Caste Certificate issued by the Competent Authority in case of SC/ST/OBC Candidates
    - d. Discharge Certificate in case of Ex- Servicemen
    - e. Evidence of Marketing Experience.

**(e) CANVASSING IN ANY FORM WILL BE A DISQUALIFICATION.**

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**Date:29.08.2011**

**Place: Hyderabad**

**Zonal Manager**

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## Contact details of the units

<b>BANGALORE 1 DIVISION</b> <b>SP PATTHAIK / S Praveen</b> <b>Manager/SME</b> <b>LIC of India : Divisional Office I</b> <b>Direct Marketing department</b> <b>Jevan prakash Building</b> <b>PB NO : 6694 : JC Road</b> <b>BANGALORE - 560 002</b> <b>Mob : 98453 62055 or 99860 37079</b> <b>Landline : 080-22966685 or 22966688</b>	<b>BANGALORE 2 DIVISION</b> <b>P SUJIT KUMAR / B Srinivas</b> <b>Branch Manager</b> <b>LIC of India: Direct Marketing Unit</b> <b>Girija Complex : 1st Floor : 80Ft Road</b> <b>Opp to Police Station: 8th Block</b> <b>Koramanagala</b> <b>BANGALORE - 560 095</b> <b>Mob : 97428 78208 or 97428 78195</b> <b>Landline : 080-22966813</b>	<b>BELGAUM DIVISION</b> <b>S.SATISH</b> <b>Branch Manager</b> <b>LIC of India : Divisional Office</b> <b>Direct Marketing department</b> <b>Swarup Plaza: Shukravarpet</b> <b>Tilak wadi</b> <b>PO : Belgaum : Pin : 590 006</b> <b>Mob : 94483 82350</b> <b>Landline : 0831-2438855</b>
<b>RAICHUR DIVISION</b> <b>Mohd ISAQ</b> <b>Branch Manager</b> <b>LIC of India: Direct Marketing Unit</b> <b>Dr S Devalkar Building</b> <b>Dentacare Clinic: Dr Raj Kumar</b> <b>Road</b> <b>Ananathapur Road</b> <b>PO : BELLARY - 583 101</b> <b>Mob : 94481 34485</b> <b>Landline : 08392-275485</b>	<b>SHIMOGA DIVISION</b> <b>SA RAMESH</b> <b>Branch Manager</b> <b>LIC of India: Direct Marketing UNIT</b> <b>" NAYANA" ., 2ND Floor</b> <b>Beside Corporation Bank</b> <b>Mandipet</b> <b>PO : DAVANAGERE - 577 001</b> <b>Mob : 98455 75915</b> <b>Landline : 08192-234132</b>	<b>KHAMMAM</b> <b>(Khammam District)</b> <b>A.HANUMANTHA RAO</b> <b>Senior Marketing executive</b> <b>LIC of India: Direct Marketing UNIT</b> <b>Hanuman Temple Road</b> <b>2-5-242/244 1st Floor: Gandhi Chowk</b> <b>PO : Khammam -- 507 001</b> <b>Mobile : 9493826442</b> <b>Landline : 08742-234223</b>
<b>KADAPA</b> <b>(KADAPA, kurnool ANANTHAPUR</b> <b>Districts)</b> <b>B.THIRUPATHI</b> <b>Senior Marketing executive</b> <b>LIC of India: Direct Marketing UNIT</b> <b>52-170B: 2nd Floor: RCV Complex</b> <b>Bastian Road</b> <b>PO: KURNOOL -- 518001</b> <b>Mob : 9866488904</b> <b>Landline: 08518-245111</b>	<b>UDUPI DIVISION</b> <b>RG Balambeed / PL UPADHYA</b> <b>Senior Branch Manager</b> <b>LIC of India</b> <b>Direct Marketing Unit</b> <b>Ideal towers: 1st Floor</b> <b>Sharavu Ganapathi Temple</b> <b>PO : Managalore - 575 001</b> <b>Mob : 94485 47977 / 94484 89526</b> <b>Landline:0824-2423955</b>	<b>MYSORE DIVISION</b> <b>KV KIRAN KUMAR</b> <b>Branch Manager</b> <b>LIC of India : Divisional Office</b> <b>Direct Marketing department</b> <b>Jeevan Prakash</b> <b>Bannimantap Extension</b> <b>PO : MYSORE : - 570 015</b> <b>Mob : 94483 42512</b> <b>Landline: 0821-2495004</b>
<b>MACHILIPATNAM</b> <b>(KRISHNA &amp; GUNTUR Districts)</b> <b>S.HARI KRISHNA</b> <b>BRANCH MANAGER</b> <b>LIC of India: Direct Marketing UNIT</b> <b>upstais Laxmivilas Bank</b> <b>GayatriNagar:59-14-2/1</b> <b>Po : VIJAYAWADA-- 520 008</b> <b>Mob : 94404 56880</b> <b>0866-2483554</b>	<b>VISAKHAPATNAM</b> <b>(Visalkahapatnam,Vijayanagaram &amp;</b> <b>Srikakulam Districts)</b> <b>Ch Prabhakar Rao</b> <b>BRANCH MANAGER</b> <b>LIC of India:Direct Marketing UNIT</b> <b>47-14-3 : Potluri Classic: 1st Floor</b> <b>Main Road : Dwaraka Nagar</b> <b>PO: VISAKHAPATNAM --530 016</b> <b>Mob : 92466 79454 or 9490998934</b> <b>Land Line : 0891-2558253</b>	<b>WARANGAL</b> <b>(Warangal District)</b> <b>B.Venkateshwar Reddy</b> <b>Branch Manager</b> <b>LIC of India: Direct Marketing Department</b> <b>Divisional Office: Post Box No : 17</b> <b>Balasamudram</b> <b>PO : HANAMKONDA -- 506 001</b> <b>Mob : 98490 41078</b> <b>Landline : 0870-2552701</b>