

**REQUEST FOR PROPOSAL - COMMERCIAL BID FOR  
LIFE INSURANCE COUNCIL**

(On the letterhead of the Media agency duly stamped and signed by authorized person)

The commercial Bid needs to contain the information listed hereunder in a sealed envelope bearing the identification – “Commercial proposals for Life Insurance Council Media Agency”.

RFP No: \_\_\_\_\_ against which submitted:

1) Medium-wise commission proposed

Sr. No	Media	Proposed Spends INR Cr.	Commission %*	INR Cr.
1	TV	45		0
2	Digital	15		0
3	Print	4		0
4	Radio	1		0
5	OOH	5		0
6	Cinema			0
7	Influencer activity			0
8	Activation			0
9	Impact			0
	Total	70		0

\* Commission for all mediums to be provided by the agency irrespective of indicative media spends

Note: The agencies will be required to share the proposed media mix and the commission charged across all the media types, irrespective of any budget

2) PR activities – Total cost to be provided

Activity	Total Cost INR Cr
PR	

3) AVB\* percentage due to the Client

Sr. No	Particulars	Fixed AVB %
1	AVB due to the client - add medium wise details as applicable	
1. a	TV, Print, Radio	
1. b	Digital	
1. c	OOH	
1. d	Other media	

\* Agency to highlight other details, as applicable

Signature of Authorized person:

Signed at \_\_\_\_\_ dated \_\_\_\_\_ by \_\_\_\_\_

Designation \_\_\_\_\_ for \_\_\_\_\_ Media agency

Seal of Media agency