
LIC CARDS SERVICES LTD

Date: 01.04.2026

CHIEF CARDS SERVICE ADVISOR (CCSA) Scheme - 2026

SHORT TITLE AND COMMENCEMENT: This Scheme shall be called “Chief Cards Service Advisor Scheme - 2026” of LIC Cards Services Limited.

1. DEFINITIONS: -

In this scheme, unless the context otherwise requires, the following terms shall have the meanings assigned to them below:

- a) “Card,” “Credit Card” or “LIC Card” mean LIC CSL Co-branded Credit Card issued under a Co-branding arrangement by Channel Partner Banks.
- b) “Activated Credit Card” or “Activated Card” refers to a card that has been activated by the customer in accordance with the activation process prescribed under RBI Master Directions.
- c) “Corporation” or LIC” means Life Insurance Corporation of India.
- d) “LIC CSL” means LIC Cards Services Limited.
- e) “Chief Cards Service Advisor” or “CCSA” means any person as defined under clause 2 of this Scheme, who is authorized to procure Applications for Sourcing LIC CSL Co-branded Credit Cards, either independently or through his/her CRs/ DCRs, and to recommend suitable candidates for appointment as CRs/ DCRs.
- f) “Card Representative” or “CR” means a person appointed by the CCSA, who is an In-force Agent of LIC of India, to procure applications for sourcing LIC CSL Co-branded Credit Card.
- g) “Direct Card Representative” or “DCR” means a person appointed by the CCSA, who is not an Agent of LIC of India, to procure applications for sourcing LIC CSL Co-branded Credit Card.
- h) “Competent Authority” refers to the Chief Executive (CE) of LIC Cards Services Limited or any official duly authorized by the Chief Executive.
- i) “Direct Marketing Executive” or “DME” means a person appointed by Axis Bank for facilitating SR(I)/SR/DSR/CR/DCR/CSM/CCSA/Area Manager of LIC CSL in sourcing LIC CSL Co-branded Credit Cards powered by Axis Bank.
- j) “LIC Corporate Club Agent” means an in-force agent of the LIC who, having duly satisfied and complied with the eligibility criteria and conditions prescribed under LIC Corporate Club Membership Rules and Benefits, as amended from time to time, is granted Corporate Club membership in accordance with such rules.
- k) “LIC Galaxy Club Agent” means an in-force agent of the LIC who, having duly satisfied and complied with the eligibility criteria and conditions prescribed under LIC Galaxy Club Membership Rules and Benefits, as amended from time to time, is granted Galaxy Club membership in accordance with such rules.
- l) “LIC Chairman’s Club Agent” means an in-force agent of the LIC who, having duly satisfied and complied with the eligibility criteria and conditions prescribed under LIC Chairman’s Club Membership Rules and Benefits, as amended from time to time, is granted Chairman’s Club membership in accordance with such

- rules.
- m) “LIC Zonal Manager’s Club Agent” means an in-force agent of the LIC who, having duly satisfied and complied with the eligibility criteria and conditions prescribed under LIC Zonal Manager’s Club Membership Rules and Benefits, as amended from time to time, is granted Zonal Manager’s Club membership in accordance with such rules.
 - n) “LIC Divisional Manager’s Club Agent” means an in-force agent of the LIC who, having duly satisfied and complied with the eligibility criteria and conditions prescribed under LIC Divisional Manager’s Club Membership Rules and Benefits, as amended from time to time, is granted Divisional Manager’s Club membership in accordance with such rules.
 - o) “LIC CLIA” means an in-force agent of the LIC who, having duly satisfied and complied with the eligibility criteria and conditions prescribed under LIC’s Chief Life Insurance Advisor Scheme, 2008, as amended from time to time, is granted Agency in accordance with such rules.
 - p) “LIC Chief Organiser” means an in-force agent of the LIC who, having duly satisfied and complied with the eligibility criteria and conditions prescribed under LIC’s Chief Organiser (LIC Direct) Scheme, 2015, as amended from time to time, is granted Agency in accordance with such rules.

2. **ELIGIBILITY CONDITIONS: -**

The followings are eligible to be appointed under this Scheme to procure applications for sourcing LIC CSL Co-branded Credit Card

- a) LIC Corporate Club Agents
- b) LIC Galaxy Club Agents
- c) LIC Chairman’s / Zonal Manager’s/ Divisional Manager’s Club Agents
- d) LIC CLIA
- e) LIC Chief Organisers
- f) SR / DSR / CR / DCR / SR(I), as defined under the SR Scheme, 2026, subject to the procurement of not less than 200 (two hundred) credit cards.
- g) A “Sole Proprietorship”, also known as a sole tradership, individual entrepreneurship or proprietorship, is a type of enterprise owned and run by one person and in which there is no legal distinction between the owner and the business entity.
- h) "Partnership" is the relation between persons who have agreed to share the profits of a business carried on by all or any of them acting for all. “Limited Liability Partnership” means a partnership formed and registered under the Limited Liability Partnership Act, 2008.
- i) “Company” means a company incorporated under the Companies Act, 2013 or under any previous company law
- j) Any person, other than LIC CSL Agents and not included in categories (a) to (i) above, who has, within the preceding three (3) years, at least one (1) year of experience in selling credit cards or other financial products.

3. **SELECTION PROCEDURE:**

Engagement of the CCSA under sub-clauses a to f shall be approved at the Area Office level after proper screening of his/her details, backgrounds, work experience in LIC and LIC CSL.

Engagement of the CCSA under sub-clauses g to j shall be approved at the CO level after proper screening of details, backgrounds, work experience, and based on the request/recommendation by the Area Manager.

4. **NATURE OF ENGAGEMENT:**

The engagement as Chief Cards Service Advisor is purely performance based and on a contractual basis. Therefore, person engaged as Chief Cards Service Advisor shall not have any right to claim permanent employment, either for himself/herself or for his/her legal heir, under any circumstances.

5. **ROLE OF CHIEF CARDS SERVICE ADVISOR:**

- To recruit and activate Card Representatives (CRs) and Direct Card Representatives (DCRs).
- To mentor and train sales force about Schemes, Cards features and offers.
- To ensure that sales force remain motivated, engaged, performance-oriented and active in business generation.
- To distribute marketing and publicity material (such as posters, banners etc) received from the Company among the sales force.
- To inform LIC CSL about major public events (e.g., festivals, fairs etc.) occurring within his/her location and suggest appropriate strategies for leveraging such events for promotion and marketing of LIC Card.
- To canvass and generate new business on a regular basis.
- To conduct regular training sessions for CRs and DCRs to enhance their product knowledge and selling skills.
- To act as the first point of contact for queries related to LIC Cards and to facilitate sales team by guiding them in application process and ensuring submission of necessary documentation.
- To act as a link between the various offices of LIC CSL and his/her Sales force by conveying feedback and Suggestions.

6. **PAYOUT:**

1. **SELF SOURCED CARDS** - CCSAs procuring activated cards independently shall be eligible for **Acquisition Incentive**. Acquisition Incentive is the amount payable per Activated Credit Card procured during the month. The acquisition Incentive is as per Annexure 1.
2. **CARDS PROCURED THROUGH TEAM** - CCSAs procuring activated cards through the team shall be eligible for Mentorship Incentive. The

mentorship incentive will be based on monthly business performance of the team. The incentive is as per Annexure 2.

7. TERMINATION CLAUSE

Either party may terminate the engagement by giving thirty (30) days' written notice without assigning any reasons whatsoever. Further, the Competent Authority reserves the right to terminate or disengage any CCSA at any time at any time if he/she acts in a manner prejudicial to the interests of LIC CSL/Corporation or its customers/cardholders.

8. OTHER CONDITIONS:

- a) For LIC IDFC First Bank activated cards CCSA *shall not be eligible for Mentorship Incentive on Cards issued with limit <= Rs 5,000 and Upgrade Cards.*
- b) *CCSA shall not be eligible for Acquisition Incentive on Self Cards.*
- c) The authority to grant relaxation in eligibility conditions, based on the merits of each individual case, shall vest solely with the Chief Executive.
- d) The Payout payable to Card Representatives (CRs) / Direct Card Representatives (DCRs) under the team of CCSAs shall be governed by "Sales Representative Scheme - 2026" of LIC Cards Services Limited.

9. DATE OF EFFECT: - This Scheme shall come into effect from 01.04.2026.

**Sd/
Chief Executive**