



Central Office, SBA Dept., 7th Floor, Yogakshema Bldg. East Wing, J. B. Marg,
Mumbai -400021. Telephone No.022-22818242

Ref: CO/Mktg/SBA

Date: 19.03.2024

To,
Regional Managers [Marketing]/Sr/DMs[I/C]
All Zones
LIC of India

Dear Sir / Madam,

Re: Enhancement in Cash collection Limit at portals for Merchants - SBAs/LICAs/DOs w.e.f 21.03.2024 to 31.03.2024.

Keeping in view the expected huge collection towards year end, it has been decided by the Competent Authority to allow enhanced cash collection limit for Merchants (SBAs/LICAs/DOs) at Merchant Portals up to 31.03.2024 as per below mentioned table :

Category	Existing cash Limit	Enhanced Cash Limit
All SBAs	7.5 Lacs	15 Lacs
Dev. Officer having Life Point	5 Lacs	10 Lacs
LICAs who have submitted revised bond for cash collection limit of 7.5 Lacs	7.5 Lacs	15 Lacs
LICAs with old cash limit (Pension optee)	5 Lacs	10 Lacs
Non pension optee LICA :	1 Lakh	2 Lakh

Above limits will be applicable with effect from 21.03.2024 to 31.03.2024 only and thereafter will be reverted to its respective existing cash limits.

We requested to kindly arrange to inform all concerned about modifications in portal so that merchants can avail the enhanced collection limits as mentioned above.

Yours faithfully

Chief [SBA]