



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

Why LIC



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LIFE INSURANCE CORPORATION OF INDIA



LIC.....

Always One Step Ahead



LIC is **60 years** Experienced Organization. Incorporated by an Act of Parliament in **1956**

LIC's Life Fund size as on day is more than **Rs. 20 Lakh Crores**



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LIC is the largest
insurer in the world

Insuring India.

Ensuring millions of smiles for
the last 60 years



A Household Name



Ranks in the "Top 10 MOST TRUSTED SERVICES BRANDS" in the Economic Times Brand Equity Survey 2015



With consistent service to the nation for more than 60 years, it has earned the trust and faith of people



LIC Policies have a seal of Government Guarantee that no other insurer has

Do you know?

- ➔ LIC is the largest insurer in the world with nearly 41.11 Crore Policies (incl. Group)
- ➔ LIC is the largest financial institution in India with asset base Rs. 22,10,378 crores
- ➔ LIC settles highest number of claims in a year (215.71 Lakh Claims in 2015-16)
- ➔ On an average LIC settles 3 claims per second
- ➔ LIC's Life fund has grown from Rs. 410.40 crores in 1956 to Rs. 2057625.38 crores in 2016
- ➔ LIC is a global insurance company with presence in 13 countries across the globe
- ➔ LIC family comprises of 1.14 lac employees, more than 10.61 Lac agents and over 25 crore customers

Source: LIC Profile 2016 (as on 31/01/2016)

Do you know?

Great infrastructure driven by state-of-the-art technology

LIC operates all over the country. Has 4810 branches spread across the length and breadth of India

All branches are connected through WAN or LAN



Customers can pay premium and avail several policy services from any branch located anywhere in the country

Tech driven customer services through Web, IVRS and SMS

Market Leader

Life Insurance business performance for the year 2015-16

Table Showing the comparative of new policies underwritten by LIC and Private insurance in year 2015-16



Insurer	Premium	Market Share
LIC of India	Rs. 97674.32 cr	70.44 %
Private	Rs. 40983 cr	29.56 %

Source : IRDA Business Figures upto 31/03/2016

Outstanding Services in settling claims

In Life Insurance the service that matters the most is the promptness with which the Insurer settles the claims on the policy

LIC perhaps is the only institution where you as the policyholder / claimant is virtually chased till such time your claim cheque is handed over to you

Claims Settlement Performance in 2014-15

Total claims settled - 215.71 lakh claims, amounting to Rs. 1,01,041.65 crores.

99.75% of Total Maturity Claims settled on or before the date of maturity

99.51% of Death claims settled

Source: LIC Profile 2016 (As on 31/03/2016)

Few of the many awards won by LIC



CNBC Awaaz
Consumer awards



Reader
Digest Trusted Brand



Superbrands



Asian Leadership
Awards



ET Brand Equity's Most
Trusted



Dainik Bhaskar Group



Bombay chamber of
commerce



ABCI



Star News- Customer
Centric Brand Award



AIMA High
Performance Award



Power Brand Award



Shoppers & Consumers
Insight Award

Few of the many awards won by LIC



Indian Insurance awards 2014
Claims Leader



Indian Insurance awards 2014
Underserved Market Penetration



Indian Insurance awards 2014
Life Insurance Company of the year



Reader's Digest 2014
Trusted Brand



ET Best Brands



Outlook Money Best
Life Insurer



Super Brands 2014



Money Today FPCIL Awards



Dainik Purvodaya North
East Consumer award 2014



Skoch Order of
Merit-CSR Excellence



Indira Gandhi Award from
President of India for OLI



NASEOH- Sri Vijay Merchant
memorial Award for Best Employer

Few of the many awards won by LIC



Website of the year India Awards-
Most Popular Website



Ashirwad Award for OLI



West Bengal State Award 2014 for
"Outstanding Employer"



54th ABCI Award for
Wall Paper



54th ABCI Award for photofeature
in Yogakshema magazine



54th ABCI Award for Magazine
Design (Yogakshema)



BFSI Vision CSR Award-
Community Development



BFSI Vision CSR Award-
HealthCare and Combating Diseases



BFSI Leadership LIC GJF



IPSE Awards 2014 Insurance
PSE of the year



Greentech CSR Award



Lokmat BFSI Awards 2014
Underwriting Initiative of the year

Few of the many awards won by LIC



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जब



का हो साथ
तो फ़िक्र की
छोडो बात