

Why LIC





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

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





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

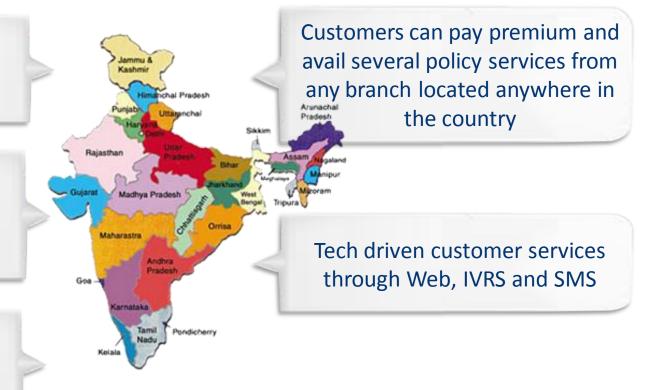
Source: LIC Profile 2016 (as on 31/01/2016)

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



Market Leader



Life Insurence business performance for the year 2015-16

Table Showing the comparative of new policies underwritten by LIC and Private insurence 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)

































































































