



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

PRESS RELEASE

Life Insurance Corporation of India has come out with yet another initiative of Direct Marketing.

Life Insurance Corporation of India has come out with yet another initiative of **Direct Marketing**. It has been observed that in the severally under-tapped Indian Insurance Market, competition has done something good i.e. creating awareness about need for taking Life Insurance Policy. Till now the concept was that Life Insurance is only sold and not bought. But changing economic scenario has changed the age old concept too.

With the awareness about Life Insurance products having gone up, customers are not only asking for Life Insurance products, they are also clear which category of products they are interested in. In particular, a **huge demand is observed in children products, pension products and health products**. All these products being available with **market linked returns** makes them more attractive.

Demand for Life Insurance products has further gained momentum due to volatility in the stock market, real estate and even gold. Customers who are looking for safety of capital, steady growth and long term investment to meet specific financial goals of their life are turning to Life Insurance.

In the current scenario, the confidence of customers is further strengthened in Public Sector.

Looking to the trends, confidence of the customer in LIC and surge in demand for LIC products, LIC has launched its Direct Marketing Channel. Now customer has following three choices to put in his request to obtain expert financial advice about LIC products –

- He can sms 'MYLIC' followed by his area pin code to 56677.
- He can call IVRS 1251 and talk to our official.
- He can also visit website www.licindia.com and register his request there.

LIC will process the request and a trained official of LIC will approach the customer, if desired by him, for detailed presentations. There will be no pressure to buy on the customer.

Objective is that customers who do not have services of a regular agent are not deprived of financial advice.

Further, customers who are hard pressed for time, can register their request for LIC product and obtain fast services.

We believe that the news contained in this release is of value to your readers. While we would thank you to publish it as soon as possible, We also readily recognize that the decision to do so rests entirely with you.



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Presently we are located at the following five locations –

BANGALORE, DELHI, ERNAKULAM, KOLKATA, MUMBAI

LIC has already strengthened its IT framework so much that one can pay his premium anywhere in the country, irrespective of the Branch where policy is being serviced. Very soon, anywhere payment service will also start. Claim payment record is already one of the best not only in the country but in the World.

Now with direct accessibility to customer, LIC is expected to match the response time in buying life insurance also to the rising expectation of young and High Net Worth Clients.

PLACE: MUMBAI
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