

**साँझा प्रयास,  
साँझी प्रगति**

**Strive together,  
Thrive together**



**CORPORATE PROFILE 2019**

The Life Insurance Corporation of India came into existence on 1st September, 1956, with the objective of spreading life insurance more widely and in particular to the rural areas with a view to reach all insurable persons in the country, providing them adequate financial cover at a reasonable cost .

From then to now, LIC has crossed many milestones and has set unprecedented performance records in various aspects of life insurance business. LIC continues to be the dominant life insurer even in the liberalized scenario of Indian insurance and is moving fast on a new growth trajectory surpassing its own past records. In its 62 years of existence, LIC has grown from strength to strength be its customer base, agency network, branch office network, new business premium and has a significant role in spreading life insurance widely across the country.

**OUR ORGANIZATIONAL STRUCTURE AND HUMAN RESOURCES AS ON**  
**31.03.2019**

<b>Classification Of Offices</b>	<b>No. of Offices</b>
<b>Central Office</b>	<b>1</b>
<b>Zonal Offices</b>	<b>8</b>
<b>Divisional Offices</b>	<b>113</b>
<b>P&amp;GS Unit</b>	<b>77</b>
<b>SSS Unit</b>	<b>4</b>
<b>Branch Offices</b>	<b>2048</b>
<b>Satellite Offices</b>	<b>1481</b>
<b>Mini Offices</b>	<b>1200</b>
<b>Employees</b>	<b>1,08,684</b>
<b>Agents</b>	<b>11,79,229</b>

## **NEW BUSINESS DURING THE YEAR 2018-19**

	<b>Policies (In lacs)</b>	<b>First Year Premium Income (Rs In crore )</b>
<b>Composite</b>	<b>214.33*</b>	<b>142191.69*</b>
<b>Market Share (%)</b>	<b>74.71</b>	<b>66.24</b>

**\*Excluding Business procured under Pradhan Mantri Vaya Vandana Yojana**

### **Pradhan Mantri Vaya Vandana Yojana**

<b>Policies</b>	<b>1,94,418</b>
<b>FPI(In crore Rs)</b>	<b>12,997.43</b>

## **PENSION AND GROUP BUSINESS & SOCIAL SECURITY SCHEMES**

**Achievement from 01.04.2018 to 31.03.2019:**

	<b>P&amp;GS Conventional</b>	<b>Social Security Schemes</b>
<b>No. of Lives (in lakh)</b>	<b>383.39</b>	<b>179.61</b>
<b>NB Premium Income (in cr)</b>	<b>90848.86</b>	<b>330.25</b>
<b>Total Premium Income (in cr.)</b>	<b>96988.75</b>	<b>1210.15</b>

**Business in force as on 31.03.2019**

	(In Crore)	Sum Assured /NCO (Rs in Crore)
<b>Individual Policies</b>	<b>29.09</b>	<b>46,24,916</b>
<b>Group Policies(lives)</b>	<b>11.61</b>	<b>2014670.17</b>

**CLAIM SETTLEMENT PERFORMANCE 2018-19**

<b>Total Number of Claims settled</b>	<b>259.54 Lakh</b>
<b>Total amount of Claims paid</b>	<b>1,63,104.50 Crore</b>
<b>Percentage of Maturity claims Paid</b>	<b>92.95</b>
<b>Percentage of Death Claims Paid</b>	<b>98.27</b>

**OTHER PERFORMANCE PARAMETERS**

(Rs.in crs)

	<b>F.Y.2018-19</b>
<b>Total Income</b>	<b>5,60,784.39</b>
<b>Total Premium Income</b>	<b>3,37,185.40</b>
<b>Payment to Policyholders</b>	<b>2,50,936.23</b>
<b>Total Life Fund</b>	<b>28,28,320.12</b>
<b>Total Assets</b>	<b>31,11,847.28</b>

## **PRODUCT DEVELOPMENT**

At the end of the financial year 2018-19, we have 32 plans for sale under Individual Business. The products satisfy the different needs of various segments of the society. The various categories being Endowment, Term Assurance, Children, Pension, Micro Insurance, Health Insurance, Unit linked type plans etc.

### **INDIVIDUAL PLANS (AS ON 31.03.2019)**

Sr. No.	Plan Number	Plan Name
1	904	LIC's Jeevan Arogya
2	814	LIC's New Endowment Plan
3	817	LIC's Single Premium Endowment Plan
4	820	LIC's New Money Back - 20 years
5	821	LIC's New Money Back - 25 years
6	816	LIC's New Bima Bachat
7	815	LIC's New Jeevan Anand
8	818	LIC's New Jeevan Nidhi
9	822	LIC's Anmol Jeevan– II
10	823	LIC's Amulya Jeevan– II
11	825	LIC's e-Term
12	827	LIC's Jeevan Rakshak
13	830	LIC's Limited Premium Endowment Plan
14	832	LIC's New Children's Money Back Plan
15	833	LIC's Jeevan Lakshya
16	834	LIC's Jeevan Tarun
17	835	LIC's New Endowment Plus
18	836	LIC's Jeevan Labh Plan
19	838	LIC's Jeevan Pragati Plan
20	839	LIC's Bhagya Lakshmi Plan
21	840	LIC's New Jeevan Mangal Plan
22	842	Pradhan Mantri Vaya Vandana Yojana
23	843	LIC's Aadhaar Stambh
24	844	LIC's Aadhaar Shila
25	845	LIC's Jeevan Umang
26	847	LIC's Jeevan Shiromani
27	848	LIC's Bima Shree
28	905	LIC's Cancer Cover

29	189	LIC's Jeevan Akshay VI
30	850	LIC's Jeevan Shanti
31	851	LIC's Micro Bachat
32	853	LIC's Navjeevan

For details of plans, kindly visit our website [www.licindia.in](http://www.licindia.in) or intranet site of Marketing Department , Central Office.

### **Direct Marketing Channel**

Direct Marketing Channel was established in August 2009 with 6 Units. The purpose of the Channel is to bring a culturally different approach to the Marketing of Life Insurance products. The Channel over the years has created new systems for business generation, sales process monitoring and business processes with a view to reach out to untapped markets and provide improved buying experience to customers.

The Channel is driven by the values of passion, professionalism and performance, providing excellent buying experience to Customers with enhanced support of IT, especially to today's young, tech savvy executives and High Net worth Individuals.

Direct Marketing channel consist of two verticals:

- 1) Chief Organizers (COs)/Direct Sales Advisors (DSAs) vertical
- 2) Online vertical

CO/DSA vertical is catered by 119 units spread across the length and breadth of the Country.

The channel is comprising of Chief Organizers (COs)/Direct Sales Advisors (DSAs). The Chief Organizer (LIC Direct) scheme, 2015 has been launched w.e.f. 01.04.2015 to take forward the objectives of the channel. The total no.of COs and DSAs in the channel as on 31.03.2019 is 1011 and 4928 respectively .

The Distance Marketing Centre of the Channel at Vile Parle processes Online Products, namely e-Term, Jeevan Akshay VI, Online Cancer Cover, Jeevan Shanti, Navjeevan, PMVVY and acts as a full-fledged Call Centre. Distance Marketing Centre also offers Jeevan Akshay VI and Jeevan Shanti to those NPS subscribers who choose LIC as their Annuity Service Provider.

The customer can buy online policies from LIC site [www.licindia.in](http://www.licindia.in) by clicking on “Buy policies online”

**Achievement from 01.04.2018 to 31.03.2019**

<b>VERTICAL</b>	<b>ABSOLUTE VOLUME(NOP)</b>	<b>FIRST PREMIUM INCOME (IN CR)</b>
<b>DSE/DSA/Chief Organiser</b>	<b>49540</b>	<b>493.09</b>
<b>Distance Marketing Centre</b>	<b>19303</b>	<b>274.89</b>
<b>Total</b>	<b>68843</b>	<b>767.98</b>
<b>% Share to Total Business</b>	<b>0.32</b>	<b>1.87</b>

**Mktg. - Bancassurance & Alternate Channels**

**Achievement from 01-04-2018 to 31-03-2019**

	<b>Volume</b>	<b>Percentage share to Total New Business</b>
Policies	<b>2,30,287</b>	<b>1.08</b>
First Premium Income (Rs. in crore)	<b>1328.34</b>	<b>3.23</b>

We have tie-ups with **12 PSU Banks, 6 Private Banks, 18 Regional Rural Banks, 41 Co-operative Banks and 1 Foreign Bank** under Corporate Agency agreement. These Banks procure New Business for LIC through their Branch Outlets. At present, we have about 48,147 Outlets under these Banks and our endeavour is to enhance the productivity of each outlet and revenue earning of Banks thereby.

During the financial year, 66 Brokers were active. Apart from the banks, we have tie up with 64 other Corporate Agents & 83 Insurance Marketing Firms, as our

Channel partners. In this year, 7 Banks, 12 Other Corporate Agents & 20 Insurance Marketing Firms (IMFs) were newly appointed.

Amongst our Bank Partners, Axis Bank occupied No. 1 position in Total First Premium with Rs. 222.62 Crore, followed by Central Bank of India with Rs 175.40 Crore and United Bank with Rs. 150.05 Crore. IDBI Bank, in its' 1<sup>st</sup> Month of Association with LIC, garnered Rs 139.92 Crore of Total FPI. On Number of Policies, Axis Bank occupied No. 1 position with 31,986 policies followed by Allahabad Bank with 21,818 policies and IDBI Bank is ranked 3<sup>rd</sup> with 20,973 policies. 107 Bank Branches garnered a Total First Premium of more than Rs 1 Crore each.

### **Chief Life Insurance Advisor Channel**

The Chief Life Insurance Advisor Scheme was introduced w.e.f 1st April 2008. Besides Agents who are members of DM/ZM/CM/Galaxy/Corporate club, Retired employees and Financial Service Executives (FSE) are eligible to become Chief Life Insurance Advisors under certain conditions.

**The Vision** of the CLIA Department is to create a formidable distribution channel in order to bring about qualitative and quantitative improvement in business and making it a dominant Channel with highest share in total business. **Its mission** is to enhance market presence by adding substantial number of agents through CLIA's to improve market share.

In F.Y. 2018-19, the Channel procured 27,18,905 Policies and FPI of 5307.95 cr thereby increasing its NOP Share from 11.35% to 12.70% and TFPI share from 12.60% to 12.92%.

CLIA NOP Budget was achieved by 5 Zones & 51 Divisions, Single Premium Budget by 2 Zones and 35 Divisions, NSP Budget by 1 Zone and 23 Divisions and TFPI Budget by 1 Zone and 21 Divisions. NCZ had the distinction of being the only Zone to achieve budget on 3 pillars. 4 Divisions- Berhampur, Nellore, Bhagalpur & Jaipur-II achieved Budget on all 4 pillars



There are 1073 Branches contributing more than 10% FPI through CLIA Channel while 936 Branches are contributing more than 10% NOP through CLIA Channel.

As on 31.3.2019 the Mktg/CLIA Channel has on roll 28,538 CLIAs with 22,224 as active CLIAs. 9326 CLIAs earned Training & Mentorship Allowance. 3800 CLIAs were members of various CLIA Brigades for M.Y. 2018-19.( Silver Brigade: 954, Gold Brigade: 1244, Diamond Brigade: 1256 & Platinum Brigade: 346)

On Roll Supervised Agents are 1,74,884 with a net addition of 16870 (+10%) in Sup Agents in FY 2018-19

The New Business position during F.Y. 2018-19 is given below:

	NOP	FPI
Budget	27,25,000	5960 cr
Volume	27,18,905	5307.95 cr
% Growth	+ 12.43	-1.89
% A2B	99.78	89.06
% Share	12.70	12.92
	(LY 11.35)	(LY 12.60)

### **Senior Business Associates(SBA) scheme**

**SBA scheme** was introduced in April,2009, to give recognition to top performing development officers, to perform consistently at high level and to enable them to deliver quality customer centric service in his/her locality through “Life Plus” offices by collecting renewal premium and providing other base level servicing to customers. As on 30.03.2019, there are 3474 SBAs and their new business performance for the year 2018-19 is as follows:

Parameter	NOP	SP(Cr)	NSP(Cr)	TFPI (Cr)
Actual	56,16,973	5432.13	4982.95	10415.08
Growth	13.86%	-0.37	14.72	06.32%
Share in corporation's Business	26.24%	22.54	25.70	25.35%

Some of the highlights of SBA's performance during 2018-19 is as below:

- This is the highest ever performance of the channel on both counts with 56.16 lacs Policies and 10415 Crores TFPI.
- Central Zone achieved their SBA channel budget on all 4 pillars.
- 21 Divisions achieved their SBA budget on all Four Pillars ( NZ-09, CZ-5 SCZ-04, SZ-01, NCZ – 01 and ECZ - 01 )
- Share of Patna DO-II surpassed 50% both in terms of NOP and TFPI with 50.62% share in NOP and 50.44 % in TFPI.
- As on 31<sup>st</sup> March, 2019, 3388 life plus office (SBA portal) completed 2.92 Crore Transactions amounting to Rs. 15128.95 Crore.
- As on 31.03.2019 no. of agents under all SBAs are 282025.

### **LIC Associate (LICA)**

LIC Associate (LICA) Scheme was introduced from 1<sup>st</sup> April, 2016. The objective of the scheme is basically to introduce an innovative distribution channel and strengthen the distribution system by gainfully redeploying the valuable marketing talent of Development officers who are Senior Business Associate at the time of their retirement.

As on 30.03.2019, there are 90 LICAs whose new business performance for the year 2018-19 is as below:

Parameter	NOP	SP(Cr)	NSP(Cr)	TFPI (Cr)
30.03.2019	1,28,421	169.73	122.75	292.48
Growth	69.01%	55.48	66.51	59.82%

## **MICRO INSURANCE**

### **A. Achievement from 01.04.2018 to 31.03.2019**

	Policies	First Premium Income (Rs in crore)	% Share to Total Business (Policies)	A2B (NOP) %
Micro Insurance	617653	13.05	2.89%	82.35%

Three zones, **Central Zone (101.52%)**, **South Zone (100.73%)** and **North Zone (100.12%)** have achieved their annual budget. Total **49 Divisional Units** have achieved their annual budget.

North Zone was the highest contributor with **180215** policies (**29.18 %** share to MI business).

### **B. MI Products:**

With the launching of LIC's Micro Bachat, an Endowment Plan on 18/02/2019, there are now 3 Life products which are being sold by this vertical. The existing two products were Term Assurance Plans, LIC's Bhagya Lakshmi and LIC's New Jeevan Mangal.

### **Product wise Distribution of Policies during the year:**

Product	Policies	First Premium Income (Rs in crore)
New Jeevan mangal	467621	8.26
LIC's Bhagya Lakshmi	145282	3.98
LIC's Micro Bachat	4750	0.81

### **C. Premium Collection channels:**

MI policyholders can deposit their renewal premium at the designated Premium Points and CSC outlets. During the F.Y. 2018-19, 71 new Premium Points have been added to the existing 4470 at the beginning of the year, taking the total to 4541, which covers all Branch areas of the Corporation.

Under 14,93,210 policies renewal premium has been collected through the Premium Points and CSC portal, which is **52.36 %** of total Renewal Premium transactions. Renewal Premium Collection at these portals in the F.Y. 2018-19 has been Rs. 33.67 crores showing a growth of 21.99 % over previous year.

Total Renewal Premium collected by the channel in the year 2018-19 is **Rs.145.32 crores.**

### **D. Distribution Channel:**

Micro Insurance policies are sold through a specialized distribution channel comprising of Non-Government Organization (NGO), Self Help Groups (SHG), Micro Finance Institutions (MFI), Corporate Agents, select Conventional agents, Brokers, District Cooperative Banks (DCB), Regional Rural Banks (RRB), Urban Cooperative Banks (UCB), Primary Agricultural Cooperative Societies (PACS), Other Cooperative Societies (CS) ,Banking Correspondents (BC) and Farmer Producer Companies (FPCs).

There are **19926** MI Agents on roll as on 31.03.2019.

### **E. MI Bima Gram:**

In the F.Y. 2018-19, 202 villages were declared “Micro Insurance Bima Gram” under “Micro Insurance Bima Gram” Scheme. The scheme envisages providing a financial incentive to a village for developmental activities on completion of a certain minimum number of new policies from that area, during the Financial Year.

## **Health Insurance:**

During the Financial year 2018-19, LIC sold 2,62,906 Health Insurance Policies collecting a First premium income of ₹ 99.07 crores covering 3,09,467 lives. In all, 1,01,628 Agents have sold Health Insurance during the year.

West Zone has achieved HI NB budget on both counts. SCZ has achieved the budget on HI NOP. 30 Divisions have achieved HI Budget on both counts. In addition to this, 22 Divisions achieved the Budget on HI NOP and 3 on HI FP.

82 out of 112 Divisions (73.21%) showed positive growth on both the counts during the year.

Ernakulam Division has crossed the milestone of Rs.3 Crore HI FP. 7 Divisions – Kottayam, Kozhikode, Thrissur, Mumbai-IV, Mumbai-I, Delhi-II & Thane crossed Rs. 2 Crore HI FP while another 25 Divisions have crossed Rs.1 Crore HI FP.

577 Branches achieved HI Budget on both counts while 398 branches achieved HI NOP Budget and 89 other branches achieved HI FP Budget alone.

Toll free Customer care no (18004259876) was introduced exclusively for Health Insurance in the month of 08/2018. No of calls received as at 31.03.2019: 16,800.

3 new TPAs were empanelled across the country (5 regions) for servicing of HI policies (T No.:901 to 904) on 19.09.2018.

Currently, we are marketing two Health products viz., ‘Jeevan Arogya’ (Table No.904) & “LIC’s Cancer Cover” (Table No.905), both non-linked Fixed Benefit Health Insurance Plans for Individuals.

During the year 2018-19, 19,889 Health claims were adjudicated and outstanding claims were made NIL as at 31/03/19. An amount of Rs 35.54 crores was paid towards settlement of Health Insurance claims. 1869 maturity claims were settled for an amount of Rs.15.36 crores.

## **Pension & Group Schemes**

### **The Existing plans of Pension & Group Schemes are:**

- 1) LIC's Group Flexible Income Plan ((UIN: 512N262V01)
- 2) LIC's New Group Gratuity Cash Accumulation Plan (UIN: 512N281V02)
- 3) LIC's New Group Leave Encashment Plan (UIN : 512N282V02)
- 4) LIC's New Group Superannuation Cash Accumulation Plan (UIN : 512N274V02)
- 5) LIC's New One Year Renewable Group Term Assurance Plan-I (UIN :512N275V01)
- 6) LIC's New One Year Renewable Group Term Assurance Plan-II (UIN: 512N276V01)
- 7) LIC's Single Premium Group Insurance (UIN:512N298V01)
- 8) LIC's Group Credit Life Insurance (UIN :512N302V01)
- 9) Pradhan Mantri Jan Dhan Yojana (UIN:512G294V01)
- 10) Pradhan Mantri Jeevan Jyoti Bima Yojana (UIN:512G300V01)
- 11) Immediate Annuities (UIN:512N049V01)
- 12) Aam Aadmi Bima Yojana (UIN: 512G303V01)

### **Grievance Redressal Mechanism: For Group Insurance Policies**

**Central Office- Executive Director (P&GS)**

**All Zonal Offices- Regional Managers (P&GS)**

**All Division Offices- Unit-In-Charge (P&GS)**

### **Pension & Group Schemes: Social Security Schemes.**

LIC offers life insurance protection under group policies to people below poverty line at subsidized rates under social security group schemes like Converged Pradhan Mantri Jeevan Jyoti Bima Yojana (Converged PMJJBY) and Converged Aam Aadmi Bima Yojana (Converged AABY). These schemes provide life

insurance protection to the persons living below poverty line and marginally above poverty line.

Converged AABY and Converged PMJJBY are administered by the Ministry of Labour and Employment, Government of India. These schemes are implemented through LIC of India. Members in age group 18 to 50 years are provided insurance cover of Rs. 2 lakh under Converged PMJJBY for the premium of Rs. 330/- per member per annum. These members are also covered under PMSBY for Accidental and Disability Insurance for premium of Rs. 12/- per member per annum, through General Insurance Company. The Scheme is named as converged PMJJBY/ PMSBY with an annual premium of Rs. 342/- only out of which 50% premium is contributed from Government of India Social Security Fund maintained by LIC of India.

Under Converged PMJJBY, sum assured of Rs. 2,00,000/- is payable on death due to any reason. Accidental and disability benefits are provided by General Insurance Company under Pradhan Mantri Suraksha Bima Yojana (PMSBY).

Existing beneficiaries of erstwhile Aam Admi Bima Yojana in age group of 51 to 59 years will get insurance benefit of Rs. 30000/- for premium of Rs. 200/- per member per annum out of which 50% premium is contributed from Government of India Social Security Fund maintained by LIC of India. The Nodal Agency can opt for cover under PMSBY for members of converged AABY with additional annual premium of Rs. 12/- per member per annum. The benefits under PMSBY are provided through General Insurance Company

### **Scholarship Benefit:**

Scholarship as a free add-on benefit is also provided under Converged PMJJBY and Converged AABY. Scholarship is payable annually to a maximum of two children of the beneficiary, studying between 9th to 12th Standard @ Rs.100/= per month for each child as a Free Add-on benefit. However, the scholarship component of the Converged AABY / PMJJBY / PMSBY will be paid through National Scholarship Portal (NSP). The student has to register himself on NSP Portal. The School and Nodal Agency will verify the details of the students. LIC will then release the payment of Scholarship to students through DBT (direct benefit transfer) once in a year. The amount of scholarship will be credited to the bank account of beneficiaries.

## **PMJDY SCHEME:**

Pradhan Mantri Jan Dhan Yojana was launched on 28.08.2014 for targeting comprehensive financial solution. Under this scheme Bank accounts were opened and benefits were given to the account holders. One of the benefits is providing the Life Insurance cover of Rs 30,000/- for death only through Life Insurance Corporation of India.

For availing the Life insurance coverage of Rs 30000/- \* on death arising out of any cause under this scheme, a Person should be between 18 to 59 years of age and he/ she should have been enrolled under PMJDY between 15.08.2014 to 31.01.2015 & should be holder of RuPay Card.

(\* Subject to Govt guidelines and eligibility criteria)

### **Customer Relationship Management**

#### **Customer Centric Initiatives**

##### **Call Center Services:**

LIC's Centralized Call Center became operational from 29<sup>th</sup> September, 2018. It uses a single number 022-68276827 which is operational 24x7 in Hindi and English. A total of 40 lakh calls were received in 2018-2019. Of these, 76% calls were completed through IVRS and 24% were received by Call Center Agents. The Customer Satisfaction Ratings started from 1<sup>st</sup> January, 2019. Customer Satisfaction Ratings on a scale of 1 – 5 for 2018-2019 was at **4.32** on 31<sup>st</sup> March, 2019. Only 9.28% of Calls attended by Call Center Executives were escalated to LIC Helpdesk for further resolution, the remaining 90.72% of the calls were closed at Call Center.

### **ALTERNATE CHANNELS OF PREMIUM PAYMENT:**

Premiums can be paid through various Alternate Channels for in force policies which are not under Salary Savings Scheme (SSS). For the year 2018-19, 56.42 % transactions and 49.92 % premium amount of the total renewal premium of the Corporation received was collected through Alternate Channels.

The available alternate channels for collection of premium are:



## **A. Offline payment channels:**

- 1. National Automated Clearing House (NACH):** This facility introduced in LIC with effect from 8th November 2016, is available Pan India on the NPCI platform of core banking through standing instructions to Bank. LIC of India has migrated all existing policies registered under ECS mode of premium deductions to NACH mode.
- 2. Electronic Bill Presentation and Payment (EBPP):** Premium can be paid through registration on the websites of Corporation Bank, ICICI Bank, Federal Bank and Axis Bank. For other banks, this facility is available through service providers, Bill Desk and Ingenico Group(Tech Process) which covers almost all banks throughout the country. LIC Mutual Fund investors and LIC Credit Card holders can pay premium by submitting mandate form to respective offices.

Premium collection facility for all In-force policies (excluding ULIP, Health and E-Term Insurance) other than Ordinary Monthly Mode, NACH mode and Salary Savings Scheme is available under EBPP. E Receipts are sent to the registered email-id of customers.

## **B. Online Payment Channels:**

- 3. Customers' Portal Payment Gateway:** Premium, Policy Loan/Interest and Advance Premium can be paid online on LIC Website, [www.licindia.in](http://www.licindia.in) through Net Banking Facility, E Wallets, Debit cards, UPI/BHIM free of charges. Conditions apply for credit card transactions.

## **4. Premium Collection through Banks:**

- **Axis Bank:** Premium can be paid at any bank branch or Extension Counter of Axis Bank in cash or cheques drawn on Axis Bank.
- **City Union Bank:** Premium can be paid at any bank branch or Extension Counter of City Union Bank in cash or cheques drawn on City Union Bank.
- **IDBI Bank:** With effect from 28th February'2019, Premium can be paid at any bank branch or Extension Counter of IDBI Bank in cash or cheques drawn on IDBI Bank.

- Premium collection for ULIP and Health Insurance Policies is not yet enabled through the cash counters of Banks.

## 5. Premium collection through Franchisees:

The following Franchisees are approved to collect renewal premium in cash ONLY:

- **APTOnline** :a digital gateway for the Government of Andhra Pradesh and Telangana. (website: [www.aponline.gov.in](http://www.aponline.gov.in)).
- **MPOnline**: a digital gateway for the Government of Madhya Pradesh. (website: [www.MPonline.gov.in](http://www.MPonline.gov.in))
- **SuvidhaaInfoserve Pvt. Ltd.**:is a collection center pan India for bill collection. Toll Free helpline number : 9223225225
- **CSC Centers through CSC e-Governance Service India Ltd:** The Common Services Center(CSC) Scheme is a part of the National e-Governance Plan (NeGP). There are more than 3.15 lac CSC centers throughout the country out of which approx 65,000 have been activated for LIC Premium collection. Other collection centers also are gradually being enabled for premium collection.

Premium can be collected only in CASH upto a maximum limit of Rs 50000.00 in a single transaction

Valid Receipts are issued by the Collection Centres instantly.

No service charges are required to be paid to the collection centre to avail this facility by the policy holders.

Premium collection for ULIP, Health and E-Term Policies is not yet enabled through this channel.

- **PayTm App:** With effect from 5<sup>th</sup>April 2019 premium can be paid through Paytm App by Wallet, Net banking, Debit Card, Credit Card and UPI/BHIM. Valid Premium Payment Receipt will be available in Paytm

App itself under the Tab “My Orders”. Maximum Limit is Rs.50,000/- per transaction.

- **InstaPay:**To enhance the facility of Online payment of Renewal premium, a new option under the generic term “INSTAPAY Service” which is available across all banking platforms in India has been integrated from 11<sup>th</sup> March’2019 through Bill Desk. Premium can be paid only through Net Banking mode. Presently this service is facilitated through 24 scheduled banks. Valid e-receipts are issued by Bill Desk immediately after successful completion of transaction. Maximum Limit is Rs.50,000/- per transaction.

Premium collection for ULIP, Health and e-Term Policies is not yet enabled through this channel.

- 6. Premium collection through Senior Business Associates (SBA):** Selected Development officers called SBA are authorized to collect the premium both in Cash and Cheque online and issue receipt instantly. Premium can be collected for all ordinary in-force policies except e-term. At present, 3913 SBAs are enabled to collect premium. Their collection Centers are referred to as “**Life Plus**”.
- 7. Premium collection through Empowered Agents:** In tune with the increasing customer expectation for more conveniences in servicing, the Corporation has empowered selected Agents to collect the renewal premium through their collection Centers called as “**Premium Point**”. At present, there are 37321 Authorized Agents across the country who can collect the premium for all ordinary in-force policies except e-term plan in CASH or CHEQUE and issue a valid receipt instantly.
- 8. Premium collection through Retired Employees:** Selected retired LIC Employees are also authorized to collect the premium online and issue receipt instantly. At present, 367 Retired Employees are authorized across the country to collect premium for all ordinary in-force policies except e-term plan.
- 9. Premium collection through LICAs (LIC Associates):** LICAs (Retired Development Officers) are also authorized to collect premium online and issue receipt instantly at their collection centers called as “**BIMA Connect**”. At present 121 LICAs are authorized across the country to collect premium for all ordinary in-force policies except e-term plan.

10. **Premium collection through Chief Organizers:** Chief Organizers are also authorized to collect premium online and issue receipt instantly. At present 110 Chief Organizers are authorized across the country to collect premium for all ordinary in-force policies except e-term plan.
11. **LIC Mobile Application:** Premium can be paid online using LIC Mobile application My LIC downloadable on Windows and Android phones.
12. **Payment of premiums at POS machines:** Renewal premium can be paid by policyholders by swiping debit card at POS machines installed at selected Branches and Premium Points of Authorized Merchants.
13. **Online Advance Premium** is enabled from July 2018 on the licindia.in Customer Portal and through MyLIC App. Policyholder can deposit the premium in advance for the current financial year and for the next financial year for a maximum period of three months in advance of the due date of the premium. Deposit Receipt for Advance Premium will be generated. On the due date, adjustment against advance deposit will be done and e-Receipt will be sent to the email id registered by the policyholder.

### **Claims Dispute Redressal Committee (CDRC):**

The Corporation pioneered the initiative of introducing an internal review mechanism to give an opportunity to the claimant to appeal further, when a claim is repudiated by the Divisional Office. If the claim is repudiated, the claimant is explicitly informed about the grounds of repudiation and that he may prefer his / her appeal to Zonal Office Claims Disputes Redressal Committee (ZO CDRC). ZO CDRC consists of senior officials of the Zonal Office and a retired District or High Court Judge. Such Committees are functioning in all our eight Zonal Offices.

In case the claimant is not satisfied with the decision of ZO CDRC and the net claim amount exceeds the amount stipulated for final decision by ZO CDRC, the claimant may prefer his / her appeal to Central Office Claims Disputes Redressal Committee (CO CDRC) for further review. CO CDRC consists of senior officials of the Central Office and a retired High Court judge. (Retired District or High Court judges are inducted in the Committees to bring in transparency in the process of review vis-à-vis the claimant.)

## **Grievance Redressal Machinery**

Policyholders' Grievance Redressal Officers have been designated in all the offices of the Corporation, who can be approached by policyholders for redressal of their grievances, on any day but particularly on every Monday between 2.30 p.m. and 4.30 p.m. without prior appointment.

Central Office - Executive Director (CRM/Payment) - for conventional policies  
Executive Director (Health) - for health insurance policies  
Executive Director (P&GS) - for Group Insurance policies  
Executive Director (Micro) - for Micro Insurance policies.  
Executive Director (Marketing)  
Executive Director (NB& Re)

All Zonal Offices - Regional Manager (CRM) - for conventional policies  
Regional Manager (P&GS) - for Group insurance policies.

All Divisional Offices - Manager (CRM)

All Branch Offices - Chief Manager / Sr./ Branch Manager

## **Information Technology**

LIC has been a pioneer in using information technology for enhancing the quality of its service to customers. Being the largest insurer in India, LIC has always explored all the avenues that technology offers to provide the best of services to its valued customers and other stakeholders.

## **Business Process Reengineering (BPR)**

The IT/BPR Department cater to the provisions of Computer Hardware Management, Network Management, enhancing Digital presence of LIC, Data to various user Departments for decision making as well as customer contact and lead generation. Besides, IT/BPR Department takes care of implementation of IS

audit, IT Security, Mail Server administration and Business Process Re-engineering.

The salient features of IT Infrastructure in LIC managed by IT/BPR Department are:

1. A private cloud setup with provision of 70 Virtual Servers and 60TB Disk Capacity has been implemented.
2. Asset Management Tool Procurement finalized for Identification and management of all IT Hardware assets in LIC.
3. Networking of all its Branches, Satellite Offices, Divisions and Zones with primary and secondary links.
4. Use of Videoconferencing for meetings and conferences, within the Ministry and other outside Organizations through secure Internet Gateways.
5. Wi-Fi (Wireless LAN) for middle and senior management.
6. Network traffic encryption
7. Next Generation Firewall for Gateway Network Security
8. DDoS Solution for all internet facing applications in helping withstand volumetric attacks.
9. SIEM (Security Information & Event Management) Solution for management and correlation of Security Logs, triggering of alerts pertaining to Security Events and facilitating the SOC operations.
10. In order to provide a secured working environment for our employees operating the in-house applications, Biometric Authentication System has been rolled out. Implementation has been completed across the Pilot, Phase I & Phase II locations covering around 34000 employees. Further Implementation to cover all the remaining offices of the Corporation shall be done soon.

11. LIC has implemented a Data Warehouse which has become the single source of information for all the Regulatory as well as Management Information Reports. CADW provides custom reports to users at CO/ZO/DO level thereby augmenting the Decision Support Systems. It has been a rich source of Lead Generation and Customer Contact, as well as cost savings through initiatives like Single Notice to customers holding multiple policies.
12. LIC has initiated the process of implementing various tools and technology to comply with the 'Guidelines on information and cyber security for insurers' prescribed by IRDAI to ensure that adequate systems and procedures are in place for ensuring that there is no leakage of information and information is shared only on need-to-know basis. Two rounds of information security awareness training for all users have been conducted. Information Security review of all concerned teams/depts./offices has been carried out during the year 2018-19. This activity will continue in current year as well.
13. Various other activities carried out to ensure a secured IT environment in LIC including :
  1. USB Ports Blocking
  2. Corporate Anti-Virus implemented on all endpoints
  3. Password Complexity implemented
  4. Screen Lockout after 10 Minutes of inactivity
  5. AD Account Lock for 30 Minutes after 5 unsuccessful attempts
14. LIC has procured online web scanning services for its various websites exposed over internet.
15. LIC conducts regular Information Security reviews/audits as per IRDAI guidelines on an annual basis.
16. LIC has also prepared a panel of Cert-In empanelled audit firms for conduct of various information security audit related activities.

17. LIC is also in the process of creation of Security Operations Centre (SOC) in Mumbai to identify, detect, assess, prevent, respond and recover to cyber security threats and incidents, and to fulfill and assess regulatory compliance.

### **Soft ware development**

LIC has been a trailblazer who has embraced technology from the nascent stage. It is continuing its journey by reaping the benefits of technology to become customer-centric, improve pricing and create operational efficiencies. LIC has a strong online presence and has provided digital platform for new business and servicing operations to both internal and external customers.

LIC's in-house Core Insurance Package eFEAP (Enterprise Front End Application Package) has fully digitized the internal operations from New Business procurement to Claim Settlement. The Software is integrated with the SMS, Email Gateway and Enterprise Document Management System (EDMS) to facilitate servicing and information delivery to the Customers. eFEAP ensures digital delivery of various reports and commission statements in an electronic format. COMIS system delivers real-time MIS and data analytics for aiding managerial decisions. Emails and SMS are extensively used to keep the customers/agents updated on the transactions and policy related information.

The focus of the corporation is to enhance the e-presence and e-delivery capabilities and to transform existing enterprise IT systems in sync with the expectation of the users. LIC is also issuing ePolicy along with physical policy document. LIC has already revamped its portal system with latest technological platforms to enhance digital experience and provide online services. It has more than 1.13 crore registered users with an average daily login count in excess of 1 lakh users. Various options are available in the portal like Product information, downloading Plan brochures of LIC, Premium Calculator, Apply for Policy, LIC Office Locator, Policy Self Servicing options like Policy Information, Online



Premium Payments, Advance Premium payments, Revivals, Online Loan Request, Loan Repayments, ULIP statement, Grievance Redressal etc. Various alerts and notifications keep the Customer updated on his policy details.

The Customer Mobile App, which is available on both Android and iOS, has more than 22 lakh users. MPIN based access to mobile applications is already in place for ease of use to the customers. LIC has leveraged the digital platforms for electronic Payments and end-to-end delivery of services for providing a seamless digital experience to customers. LIC has enabled multiple alternate channels for Premium Collections. As a result of this, renewal premium collections through the Portal infrastructure have reached an all-time high of 38.1 %. Ignoring the share of premium collection through NACH, the ratio of collections through Customer, Franchisee & Merchant Portals to Branch Cash Counters stands at 6:7 for the financial year. A total of 9.67 lakh premium transactions were made through merchant portal on a single day, the highest ever till date. Collection of renewal premium through PayTM, launched in April 2018 has contributed more than 1 % of the total collection transactions for the financial year. Payment of premium can be made through Customer Portal, Banks, Payment Gateways, Franchisees like APOne, MPOne, Suvidha etc.

One of the objective of the corporation is to spread Life Insurance widely and in particular to the rural areas and to the socially and economically backward classes with a view to reaching all insurable persons in the country and providing them adequate financial cover against death at a reasonable cost. LIC has enabled more than 35000 Premium Points and 3000 Life Plus Offices for the convenience of Customers. These units provide policy information and premium collection facilities to customers. Customers can also reach out to the corporation through Call center and SMS-enabled Services like LICHELP & ASKLIC. There has been a remarkable rise in the usage of these alternatives.

LIC has an Online Agents Recruitment Portal in place. For agents on roll, new Agents Portal along with Agents App has been launched. IT support for various foreign offices like LIC Fiji, LIC Mauritius, LIC Bangladesh is being provided by the in-house IT team of LIC.

LIC is committed to industrial best practices and takes pride in diving deeper into the technological innovation and reaping cutting edge advantages out of it thereby creating customer delight.

### **PEOPLE'S MONEY FOR PEOPLE'S WELFARE**

The Life Insurance Corporation of India has been a nation builder since its formation in 1956. True to the objective of nationalization, the Corporation has mobilized the funds invested by the people in the life insurance for the benefit of the community at large.

The Corporation has deployed the funds to the best advantage of the policy holders as well as the community as a whole, true to the spirit of nationalization. National priorities and obligation of reasonable returns to the policyholders are the main criteria of our investments.

The total funds, so invested for the benefit of the community at large are Rs 29,84,331 crore as on 31<sup>st</sup> March 2019. The investment of the Corporation's funds is governed by Section 27A of the Insurance Act, 1938, subsequent guidelines/instructions issued from time to time by the Government of India and the IRDAI by way of regulations.

## Investment in Govt. & Social Sector

Type of Investment	Rs (in crore)		
	31.03.2017	31.03.2018	31.03.2019
01 Central Government Securities	822821	912251	1034828
02 State Government & Other Govt. Guaranteed Marketable Securities	655603	784701	844251
Sub-Total (A)	1478424	1696952	1879079
03 Housing & Infrastructure Investment			
(a) Housing	65693	52405	54285
(b) Power	117398	116015	108154
(c) Irrigation/ Water Supply & Sewerage	2031	1768	1500
(d) Road, Port & Bridges,Railways	35210	56004	65620
(e) Others (Incl. Telecom.)	33824	32130	31468
Sub- Total (B)	254156	258322	261027
Total A+B	1732580	1955274	2140106

## LIC's Investments during Five Year Plan Periods.

Plan	Year	Gross Investments ( ` cr)
II	1956-1961	184
III	1961-1966	285
IV	1969-1974	1530

V	1974-1979	2942
VI	1980-1985	7140
VII	1985-1990	12969
VIII	1992-1997	56097
IX	1997-2002	170929
X	2002-2007	394779
XI	2007-2012	704720
XII	2012-2017	1423055
XIII	2017-2022	701483

### **International Operations**

Life Insurance Corporation of India has its overseas operations in 14 countries through its Branch Offices, Joint Venture Companies and Wholly Owned Subsidiary.

Our offices are:

#### **Branch Offices:**

Fiji Branch, Mauritius Branch and UK Branch

#### **Joint Venture Companies:**

1. LIC (International) B.S.C (c) Bahrain: The Company operates in GCC countries of Bahrain, Qatar, Kuwait, U.A.E (Dubai & Abu Dhabi) and Oman.

2. LIC (Nepal) Ltd

3. LIC (Lanka) Ltd

4. Kenindia Assurance Co. Ltd

5. LIC (Bangladesh) Ltd

#### **Wholly Owned Subsidiary:**

1. LIC (Singapore) Pte Ltd

- ❖ The collective business of all the foreign units during the FY 2018-2019 was 171128 policies with First Premium Income of INR 2001.46 Crore.

- ❖ LIC Fiji Branch is the market leader both in NOP & FPI in Fiji, with 75% and 71% market share respectively.
  
- ❖ LIC (Nepal) Ltd. is ranked first in terms of NOP (28.32%) and second in terms of FPI (25.46%) in Nepal.

### **Golden Jubilee Foundation**

Life Insurance Corporation of India is a Statutory Corporation established under Section 3 of LIC Act,1956. LIC is always on the forefront in nation building activities. In order to give a formal shape to our Community Development initiatives, LIC Golden Jubilee Foundation Trust was established in the year 2006, which is registered with the Charity Commissioner under Bombay Public Trust Act 1950.

The objectives of the Foundation are relief of poverty or distress, advancement of education, medical relief and provision for any other object of general public utility. The Board of Trustees of the Foundation includes persons of repute contributing to the society through their various social initiatives.

The Foundation has supported projects ranging from construction of hospitals, school buildings and classrooms, libraries, computer centers, old age homes, hostel buildings for children in tribal areas, vocational training centers for differently abled persons, empowerment of women for livelihood generation etc so as to provide infrastructural facilities to needy persons in different pockets of the country.

GJF has disbursed funds to various projects spread across the country for various Community Development activities including education, healthcare, and other development activities through reputed charitable institutions (NGOs) which have been registered for at least three years and are engaged in doing charitable work for the poor and needy across the country, especially in rural and remote areas. We also extend a helping hand to people in places affected with natural calamities. We have provided aid to victims of floods in Chennai and in the State of Kerala. We have provided funds to the tune of Rs 1.54 Cr for construction of 169 toilets in 113 Schools across the country under ‘Swachh Vidyalaya Abhiyan’ of Hon’ble Prime Minister. LIC GJF has also funded “Clean Ganga Abhiyan” as a part of

environment protection project. LIC GJF has adopted the poorest village of Govindpur in Sonbhadra District of Uttar Pradesh for Health and Literacy campaign by providing an Ambulance and assistance in literacy initiatives. The Foundation is also funding construction of two Community Toilets with facilities for drinking water in Govindpur Village. LIC GJF has provided funds to Tata Memorial Hospital for treatment of children suffering from Cancer. It has also funded purchase of bus for transporting patients from Tata Memorial Hospital, Parel to their Research centre at Kharghar. The Foundation has also funded Cochlear implant surgery for children from KEM Hospital, Pune.

**The highlight of this Foundation is that unlike other Community Development activities which are conducted either as one-time or at a single cluster of places, GJF Trust works round the year in a large variety of projects, spread across the country including very remote pockets.**

The details of the Projects sanctioned in the FY 2018-19 is

<b>No. of projects</b>	<b>Amount Sanctioned ( Rs.in Cr)</b>
55	10.82

The details of the funds disbursed since inception as on 31.03.2019 for projects and Scholarship is follows.

<b>No. of projects</b>	<b>Amount disbursed for Projects &amp; Scholarship ( Rs.in Cr)</b>
499	112.35

**LIC Golden Jubilee Scholarship Scheme** is a unique example of Community Development activity wherein Scholarships of Rs 10000/- each per annum are awarded to meritorious students from economically weaker sections of society so as to provide them better opportunities for higher education in the field of Engineering, Medicine, Arts/Science/Commerce, Diploma Courses in any field and Vocational courses leading to immediate employment. Since inception of the

scheme, total 15196 students have benefited from the scheme. Scholarships are awarded through a fair & transparent selection process.

## **Office Services Department**

Taking the Swachh Bharat Initiative of the Government forward, LIC has introduced the concept of Model Branch to create awareness amongst all its employees about cleanliness and to enhance Ambience of the branches. The activities of every office in this regard is monitored in-house through Ambience Poll every quarter in which employees are asked to rate the ambience of the offices.

Continuing with the initiative of the government, LIC also has started its procurement of goods & services on GeM (Government e-Marketplace). The portal will not only help the Corporation in saving cost but will also bring transparency. It is also faceless, paperless and easy to use.



# Awards & Accolades

2018-19



Readers Digest awards Platinum category- Life Insurance



Money Today Award Life Insurance provider of the Year



IAA Leadership award Marketer of the Year-Insurance



Golden peacock Award- National Training



WPP Brand Top 75 Most Valuable Indian Brands 2018 2nd Most Valuable Brand



8th Annual Greentech HR Excellence award



BFSI Digital Innovation award



Dhanam Banking Finance Insurance & Investment Award Life Insurance Company of the Year



Ashirwad Awards OLI



India's Best Company of the Year IBC Infomedia Corp USA



India's no 1 Brand Awards 2019 IBC Infomedia Corp USA



ABP News BFSI Award Claims Service leader



ABP News BFSI Award Best Life Insurance Company



ABP News BFSI Award Insurance Company of the Year



ET NOW BFSI Award Insurance Company of the Year



ET NOW BFSI Award Product Innovation of the year-Jeevan Shanti



Brand Icon award Times of India



ABCI AWARD Web Communication Online campaign



ABCI AWARD Corporate Intranet



ABCI AWARD Wall Paper for Yogakshema magazine



ABCI AWARD Internal Magazine Yogakshema



ABCI AWARD Photofeature Yogakshema magazine



Dun & Bradstreet BFSI Awards 2019 India's Leading Life Insurance company



D & B India's Top PSU Awards 2018

\*\* Golden Star Award Best Insurance Brands Trophy