



ಭಾರತೀಯ ಜೀವ ವಿಮಾ ನಿಗಮ  
भारतीय जीवन बीमा निगम  
Life Insurance Corporation of India  
Bangalore Division - II



## LIC CELEBRATES 58TH ANNIVERSARY ON 1ST SEPTEMBER 2014

### 58 REASONS, WHY LIC IS THE BEST

(Source : LIC Profile 2014)

#### OUR STRENGTH

- 1) LIC's Market Share as at 31.03.2014 was **84.44 %** in Policies and **75.33 %** in First Year Premium Income.
- 2) LIC, the largest life insurer in India, Celebrating its 58th anniversary on 01.09.2014, it has **8 Zonal Offices, 113 Divisional Offices, 2048 Branch Offices** with **1346 Satellite Offices** and **1242 Mini Offices** across the country besides **7 subsidiary companies** and overseas operations in **13 countries**, and is manned by **1.20 lakh Employees** and **11.96 lakh agents**.
- 3) The Total Life Fund as at 31.03.2014 was Rs. **16,07,024.98 Crores**. with a total Assets Base of Rs. **17,69,191.60 Crores** as at 31.03.2014.

#### LIC'S BUSINESS PERFORMANCE DURING 2013-14

- 4) LIC's total policies in force as on 31.03.2014 was **29.61 crores** besides **11.54 crore** lives under various Group Insurance Schemes.
- 5) LIC has sold a total number of **3,45,12,000** policies during 2013-14 and recorded a First Year Premium Income of Rs. **90,123.75 crores**.
- 6) LIC's Pension & Group Business & Social Security Schemes covered more than **3,52,07,000** lives with a premium income of Rs. **48,741.15** during 2013-14.
- 7) Through its Social Security Schemes LIC procured a Premium Income of Rs. **125.81** crores covering **1,18,87,000** lives.
- 8) LIC's Total Premium Income during 2012-14 was Rs. **2,36,798.07** Crore
- 9) LIC's Total Income during 2013-14 was Rs. **3,80,042.44** crores. Remarkably **1435** crores on each working day in year.
- 10) Our Micro Insurance portfolio LIC has sold **22.05** lakh policies during the year 2013-14, by achievement of budget by **23** divisions all over India.
- 11) LIC's Direct Marketing channel is operating through **124** units with **4375** Direct Sales Executives across the country and has procured **1.21 lac** policies during 2013-14 with a First Premium Income of Rs. **467.63** crores.
- 12) Our bank Assurance channel secured a First Premium Income of Rs. **1207.93** crores under **486571** policies. At present we have **27000** bank outlets under this channel which is a major contributor in premium volume.
- 13) Under Health Insurance we have sold **2,35,049** policies covering **3,29,927** lives with a First Premium Income of Rs. **55.55** crores.
- 14) During 2013-14 all the **18,724** claims lodged under health policies were decided on and outstanding claims were "NIL" as at 31.03.2014. An amount of Rs. **22.20** crores was paid towards settlement of claim under Health insurance policies during 2013.14.

#### CLAIM SETTLEMENT PERFORMANCE

- 15) LIC has settled **259.00** lakh claims, amounting over Rs **91,186.45** crores during the year 2013-14. Around **97,000** claims per working day and more than **15,000** claims are settled in every hour and **4** claims in every second.
- 16) Out of total claims reported during 2013-14 **99.30%** of the death claims were settled to ensure family protection on the demise of the Breadwinner
- 17) Out of the total maturity claims payable in 2013-14, LIC had settled **99.68 %** of the claims, and settled **71.88%** claims through NEFT to ensure policyholders' money in their hands on due date.

- 18) LIC's Total Payments to its Policyholders during 2013-14 was Rs. **1,59,519.23** crores. We make payment of Rs.600 crore on each working day. Surprisingly **95** crore every working hour and interestingly **1.50** crore in every minute.
- 19) In every **100** Survival Benefit, Maturity Claim and Death claims payable to policyholders, less than **1** claim was outstanding during the year 2013-14.
- 20) LIC started making its policy payments through National Electronic Fund Transfer (NEFT) mode, from February 2012, and settled **71.88%** of payments through NEFT during the current year 2013-14 by creating more than **6.65** crore NEFT masters.

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

- 21) LIC had invested a total amount of Rs. **10,69,769** crores as at 31.03.2014, to the best advantage of LIC policyholders as well as the whole community, through Central Govt. / State Govt. securities and other Govt. guaranteed marketable securities.
- 22) LIC is a regular contributor for Nations all Five Year Plans right from 1956 and its total contribution for all the 5 year plans was Rs. **16,84,690** crores including Rs. **4,51,460** Crores contributed for XII-th Five Year Plan (2012-2017).
- 23) LIC's investments in Central / State Govt. and other Govt. Guaranteed marketable Securities up to 31.03.2012 was Rs. **8,71,497** Crores.
- 24) LIC's investment in Housing sector up to the last year was Rs. **45,317** Crores.
- 25) LIC's investment in Power sector up to the last year was Rs. **1,04,450** Crores
- 26) LIC's investment in Irrigation / Water Supply and Sewerage sector up to the last year was Rs. **3,051** Crores
- 27) LIC's investment in Road, Port & Bridges and Railways sector up to the last year was Rs. **10,187** Crores
- 28) LIC's investment in other Sectors including Telecom sector up to the last year was Rs. **35,267** Crores.

#### OUR NEW PRODUCTS

- 29) LIC has more than a **DOZEN** different products catering to the differing needs of all segments of the society, like Endowment and money back, Term Assurance Plans, Micro insurance plan, Pension Plans, Health plan, etc.
- 30) LIC's **Jeevan Arogya**, a product which has won Golden Peacock Innovative product award, is a non linked without profit plan which covers health insurance for the entire family including parents and parents-in-laws is an attractive product of LIC in the health Insurance market.
- 31) Now, buying an LIC policy is just a click away for a prospective buyer. LIC's **Jeevan Akshay VI (plan 189)** and **LIC's e-Term (plan 824)** is available **ONLINE**.

#### OUR OVERSEAS OPERATIONS

- 32) LIC has three of its Branch Offices functioning at Fiji, U.K. and Mauritius. Also, there are five Joint Venture Companies functioning at Bahrain, Nepal, Sri Lanka, Kenya and Saudi Arabia, out of which, the latter two are composite companies transacting both life and non-life business. A wholly owned subsidiary company was also opened at Singapore

#### ALTERNATE CHANNELS OF PREMIUM PAYMENTS

- 33) LIC has various alternate premium payment channels (as detailed below) for inforce policies which are not under SSS, apart from its conventional cash counters in its offices. During 2013-14 almost **42%** transactions of total renewal premium and **37%** premium amount of the total renewal premium received, was collected through alternate channels.
- 34) **Electronic Clearance System (ECS):** This facility is presently available at **89** RBI enabled locations. Through ECS premium can be collected for ULIP and HI policies also.
- 35) **Electronic Bill Presentation and Payment (EBPP):** Premium can be paid through various Banks like City Bank, HDFC, ICICI, Federal Bank, Corporation Bank, Axis Bank, LIC Credit Cards and through Service Providers – Bill Desk and Tech Process which cover almost all other banks throughout the country. Premium can be paid through Credit Card also availing this facility.
- 36) **ATM:** Banks can collect premium through ATM also. Presently this facility is available with three banks namely Corporation Bank, ICICI Bank and Axis Bank.

- 37) Portal Payment Gateway: Online premium payment on LIC Website, [www.licindia.in](http://www.licindia.in) with the help of Net Banking Facility of 50 major Banks and its Credit /Debit cards and American Express credit cards. Premium can also be paid for ULIP policies excluding HI plan.
- 38) **Premium Collection through Axis Bank and Corporation bank.** Premium (except ULIP policies) can be paid at any of the above Bank Branch or Extension Counter in cash or cheque drawn on the respective bank.
- 39) **Premium Collection Through Franchisees who will collect premium in cash only for in-force, non-ulip policies:** AP Online : Available only in Andhra Pradesh. MP Online : Available online in Madhya Pradesh. Suvidhaa Infoserve Pvt Ltd.. Across the country. CSC e-Governance Service India Ltd : All Common Customer Centres (CSC) Pan India.
- 40) Premium collection by Selected Agents through their **Premium Point** enabled. Policy holders can pay premium in cash as well as Cheque, including ULIP policies. Presently more than 30000 premium points across the country are authorised to collect premiums.
- 41) Premium Collection through Senior Business Associates, who are our select Development Officers, authorized to collect premium similar to agents. At present more than 2100 SBAs are enabled to collect premium. These collection centres called "**Life Plus**".
- 42) Premium collection through retired LIC Employees: More than 300 LIC retired employees are authorised to collect premiums online and issue receipts instantly through their premium points. Here all premiums can be paid except for health insurance policies.

#### CUSTOMER RELATIONS MANAGEMENT

- 43) LIC's Customer Zones have been conceptualised as a 'One Stop Resolution", for all servicing needs of Phone-in & Walk-in customers with special emphasis on quality experience for the customer. Presently, LIC has 73 Customer Zones all over the country where customers can get all the details of their policies besides selected service, during 8.00 am to 8.00 pm from Monday to Friday and during 10.00 am to 6.00 pm on Saturdays.
- 44) LIC's Satellite Offices, attached to the respective parent branches, are rendering quick services to policy holders. Processing of new proposals and collection of renewal premium are the main functions of these offices, including those designated for Alternate Channel (CLIA and B&AC).
- 45) As per the directive of Ministry of Finance LIC has opened **Mini Offices** in 1242 centres where the population is more than 10000. Apart from premium collections policy services like Status reports, Revival Quotations, NAV values etc are also made available in these offices.
- 46) **Claims disputes Redressal Committee** operating in LIC at the Zonal Office and the Central Offices gives an Opportunity to the claimant/s to make a representation for reconsideration of their claim by the Review Committees. The Committees at the Central and Zonal Offices have among other members a retired High Court / District Court Judge also to bring transparency in the review process.
- 47) Policyholders' Grievance Redressal cells exist in all the Offices of the Corporation, headed by Senior Officers who can be approached by policy holders 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.

#### INFORMATION TECHNOLOGY

- 48) Through Enterprise Document Management System (**EDMS**) all the policy dockets and their incremental papers have been scanned and used for policy servicing.
- 49) As a green initiatives, LIC's Central Office had recently, connected its Zonal Offices and Divisional Offices through high definition video-conferencing facility to keep pace with changes in the business environment and to find fastest solution to customer grievance.
- 50) During 2013-14 we developed system for carrying out online e-KYC and for the launch of LIC's e-Term plan. LIC has also installed the latest IT security products in its setup and has carried out a full-fledged Information Security Audit during 2013-14.

## OUR SOCIAL OBJECTIVES

- 51) LIC offers life insurance protection under group policies to various groups such as employer-employee, co-operatives, weaker sections of society etc. and insurance coverage to people below poverty line at **subsidized rates** under social security group schemes like 'Janashree Bima Yojana' & 'Aam Aadmi Bima Yojana'.
- 52) The Aam Aadmi Bima Yojana scheme launched by LIC in 2007 is meant for rural landless household which provides free insurance coverage of Rs.30000 for natural death and Rs.75000 due to accident, on the death of the head of the family. The cost of insurance is equally shared by central and respective state govt.
- 53) Janashree Bhima Yojana is a social security scheme launched by LIC in 2000 to provide low cost life insurance protection to rural and urban poor living below poverty line. The maximum coverage being Rs. 30,000 for natural death and Rs.75000 for death due to accident.
- 54) The scheme 'Shiksha Sahayog Yojana' launched by LIC on 31.12.2011, is a free add-on scholarship benefit that is available for the children of the members who are covered under aam Admi Bima Yojana. **Scholarship** amount of **Rs.600** is given to students studying in classes IX to XII (including ITI courses)and is restricted to 2 children per family.

## OUR CORPORATE SOCIAL RESPONSIBILITY

- 55) Golden Jubilee Foundation - LIC, as a part of its Corporate Social Responsibility, formed a Trust - 'LIC Golden Jubilee Foundation' in the year 2006, with the objective of promoting education, health, relief of poverty or distress and advancement of other objects of general public utility. As on date LIC has put in a Corpus of Rs. 90 Crores towards LIC Golden Jubilee Foundation and the interest earned on it is distributed for various Charitable Purposes.
- 56) LIC Golden Jubilee Scholarship Scheme provides scholarship to economically weaker sections of the society to pursue higher education at the rate of Rs. 10,000/- per student per year. Approximately 8787 students have benefited from the Scheme so far.

## AWARDS WON BY LIC

- 57) LIC was conferred with more than 25 awards. During the year 2013-14 LIC has won 31 awards, notable ones being Readers Digest Trusted Brand, Skoch Renaissance Award, Outlook Money Award, Annual Greentech CSRAward, MACCIIBN-LokmatAward. Asian Sustainability Leadership Award.
- 58) LIC also ranked among " Top-10 Most Trusted Service Brands in India" and was voted as No.1 Most Trusted Insurance Brand in the ET Brand Equity – Neilsen Survey -2013.

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