



विपणन विभाग, केंद्रीय कार्यालय, तीसरी मंज़िल, पश्चिम स्कन्ध, योगक्षेम, जीवन बीमा मार्ग, मुंबई ४०० ०२१, फोन नं: 022-66598332,  
ईमेल : [co\\_marketing@licindia.com](mailto:co_marketing@licindia.com) Marketing Department, Central Office, 3<sup>rd</sup> Floor, West Wing,  
'Yogakshema', J.B.Marg, Mumbai-400021 , Tel: 022-66598332

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## **CORRIGENDUM**

**Tender No : LIC/MARKETING/AGENCY/TRANSFORMATION/RFP/2023-24/07**

**TENDER FOR ENGAGING STRATEGY CONSULTANT FOR “AGENCY CHANNEL  
TRANSFORMATION IN LIFE INSURANCE CORPORATION OF INDIA”**

All tenderers are hereby informed that, LIC of India, Central Office, Marketing Department has extended Financial Bid Opening date, earlier scheduled on 11<sup>th</sup> March 2024 at 14.30 Hrs. The Financial Bids of eligible tenderers will now be opened on 18<sup>th</sup> March 2024 at 15.00 Hrs.

**Sd/-  
Executive Director (Mktg/PD) & CMO**