



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

---

**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”**

The Marketing Department, LIC of India, Central Office, Mumbai has awarded the contract for “Agency Channel Transformation in Life Insurance Corporation of India” to

**A. T. Kearney Consulting (India) Pvt. Ltd.**

Sd/-

12.04.2024

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