



PRESS RELEASE

LIC's "ANANDA" - ATMA NIRBHAR AGENTS NEW BUSINESS DIGITAL APPLICATION NOW 'ONE STEP AHEAD'....

Following the overwhelming response received for Atma Nirbhar Agent New Business Digital Application, (ANANDA), LIC of India has introduced the feature of Online proposal Deposit collection in ANANDA, where the customer can pay the Online proposal deposit through Payment Gateway using various options like Credit Card / Debit Card/ Netbanking / Wallets / UPI..etc at his own convenience . This feature was launched at the hands of LIC Chairman Shri M R Kumar in the presence of Managing Directors, Shri T C Suseel Kumar, Shri.Vipin Anand, Shri Mukesh Gupta and Shri Raj Kumar on 05.01.2021. All the Zonal Managers and Executive Directors of LIC attended the programme through video conferencing. With Online BOC, the LIC customers are now enabled to invest ULIP plans through the Agent Digital Application. This Digital Initiative empowers the LIC agents to complete the proposals round the clock

Life Insurance Corporation of India launched its first Digital Application, "ANANDA", an acronym for Atma Nirbhar Agents New Business Digital Application, on 19th of November 2020. The Digital application is a tool for the on boarding process to get the Life Insurance policy through a Paperless module with the help of the Agent / Intermediary. ANANDA is a first of its kind in the Indian Life Insurance industry with LIC of India pioneering the process through its in-house IT enabled systems. The launch had generated tremendous enthusiasm among the Marketing Officials and Intermediaries of LIC of India.

Dated at Mumbai on the 06th January, 2021

For further information, please contact –
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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.