

## PRESS RELEASE

17.02.2025 – PAN INDIA

### LIC unveils “One Man Office”

In continuation with the sustained efforts to empower our sales force and ensure seamless services to policyholders digitally, on a 24 x 7 basis, LIC today unveils the “One Man Office” (OMO) online service through its Agents. Through the One Man Office, LIC aims to provide a comprehensive digital ecosystem for its sales force consisting of Agents, Development Officers, Senior Business Associates, Chief Life Insurance Advisors, LIC Associates and Chief Organizer to aid in their day to day operations, strengthen their efficiency and productivity and ensuring better services to our customers. The service has been launched on 17-02-2025. Speaking on the occasion, Shri. Siddhartha Mohanty, CEO & MD, LIC of India, said it will be a vital tool at the hands of the sales force to promote life insurance and render service to LIC’s customers anytime and anywhere. It will be a shot in the arm for achieving the objective of ‘Insurance for All by 2047’.

OMO aims to aid our agents in digital sale of policies, after sales servicing for the customers for different types of services, tracking their business and act as a training cum knowledge pool for them. In short, it is a mobile digital office at the hands of sales force and plans to evolve as an easy-to-use one stop solution for all business and servicing needs, which will be available through their mobile phones, thus making them truly Atma Nirbhar in every sense.

These services are offered through the ANANDA (Atma Nirbhar Agents New Business Digital Application) platform for onboarding of customers and will have features like Premium calculator, benefit illustration, E-NACH registration, change of address, online loan request, renewal premium payments, claim related requirement submission etc. It will also have a knowledge centre, various insurance and health related calculators, office locator, NEFT search etc. for assisting Agents to help the customers.

LIC plans to add further features to this application in phases to cater to the changing needs of the users.

Dated at Mumbai on February 17<sup>th</sup> , 2025

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