



PRESS RELEASE

17/09/2021 PAN INDIA

LIC Launches 'Pragati' – a New Mobile App for Development Officers

LIC launches a new mobile app 'PRAGATI'(Performance Review Application, Growth And Trend Indicator) for exclusive use of its Development Officers. This feature was launched at the hands of LIC Chairperson Shri M R Kumar in the presence of Managing Directors, Shri Mukesh Gupta, Shri.Raj Kumar, Shri Siddhartha Mohanty and Ms. Mini Ipe and other Senior Officials of the Corporation on 17.9.2021.

'Pragati' is a comprehensive mobile application which gives various information which are updated in near real-time about the performance of their agency force in critical areas of business performance like Premium collection, agency activation, prospective MDRT / centurion agents etc., apart from monitoring their team on activities such as usage of agents mobile app and NACH validations. There is also a calculator to measure their cost ratio.

In these days of digital explosion, gathering information is crucial for any officials to effectively discharge their duties. The scenario becomes more important when it is related to the marketing verticals of any organization where real time data and information is utmost necessity for decision making and preparing market enhancement strategies.

LIC has been taking lot of customer centric and digital initiatives for ease of operations for its customers and field force.

Recently LIC had launched the ANANDA Mobile App which is digital paperless solution which received overwhelming response from its agents.

LIC has also come out with an artificial intelligence technology based app 'JeevanSaakshaya' which enables our Annuitants and retired employees to submit Life certificate from the comfort of their home instead of visiting LIC office for submitting Life certificate. With a growing portfolio of annuities we believe this app is a Win-Win for both LIC and our customers.

Our chatbot 'LIC Mitra' which is available in English, Hindi and Marathi has a daily enquiry of over 50000 with response success of over 95%. Our customer portal has over 1.8 crores registered policy holders with over 1.5 lakh customers logging in every day for availing various services.

We believe that this mobile app – PRAGATI will be a major asset in the arsenal of our Development Officers which will empower them to plan their business strategies and monitor the performance of their team.

Dated at Mumbai on the 17thSeptember , 2021

For further Information please contact :

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