

PROFILE OF SHRI SAT PAL BHANOO

MANAGING DIRECTOR, LIC OF INDIA

Shri Sat Pal Bhanoo has taken charge as Managing Director of Life Insurance Corporation of India on 20.072023.

He joined the Corporation as Special Batch Direct Recruit Officer in October, 1988. He holds a Bachelor's Degree in History (Honors) from Himachal Pradesh University, Shimla.

He has a varied and rich marketing experience. He served the Corporation in various roles as Zonal Manager (Central Zone), Additional Director, Zonal Training Centre (Bhopal), Regional Manager (P&IR), North Zone (Delhi). He was In-charge of Bangalore – I and Shimla Divisions steering the Corporation through a challenging climate and leading to consistent growth of business under dynamic market conditions. Wherever he has been posted, he fostered a culture of human resource development and empowerment, resulting in a highly motivated and skilled workforce, committed to the Corporation's mission and values.

As Chief (Marketing-SBA), he looked after the Marketing portfolio of Senior Business Associates & Life Insurance Corporation Associates as well, with a focus on revolutionizing marketing activities and empowering them.

He likes to meet people and often motivate them by sharing his experiences. He loves listening to music.