

LIC: 56 glorious years of nation building and service to the people

By Magicgyan Team,

Life Insurance Corporation of India has turned a year older today. Formed on 1st Sep 1956 by an Act of Parliament, LIC today has a pan India presence with 8 Zonal offices, 113 Divisional Offices, 2048 Branches, 1202 Satellite Offices, more than 1.19 lakh employees and 12.78 lakh agents.

Most people know LIC as India's largest life insurance company. What many people don't know is that LIC has always made an optimum use of people's money for people's welfare and the life funds are utilized for the best advantage of policyholders as well as for the community. Ever since its formation in 1956, LIC has always been a crucial partner in rural development and infrastructure building.



While carrying out the noble mission of insuring India, LIC of India's contribution to the country's 5 year plans are a classic example of the joint participation between government & LIC.

Awards Received by LIC in 2011-12

1. Readers Digest Trusted Brand – Platinum Category
2. Business Super brands 2010-11
3. Asian Leadership Awards – Asia’s Most Preferred Brand in Insurance
4. CNBC TV 18 India’s Best Bank and Financial Institution Award – Best Insurance Company
5. Most Trusted Brand in Insurance Category by ET Brand Equity
6. CNBC AWAAZ Storyboard Consumer Awards- Consumer’s Trusted Choice Award
7. CNBC AWAAZ Storyboard Consumer Awards- Most Recommended Financial Services Brand of the Year (Non Banking)
8. Dainik Bhaskar Group- India Pride Award
9. Bombay Chamber of Commerce & Industry – Good Corporate Citizen Award
10. ABCI Award for House Magazine in Magazine Category
11. Preferred Brand of Life Insurances by Dainik Purvoday NE Consumer Awards 2011
12. Star News Brand Excellence Award- Customer Centric Brand Award
13. Outlook Money - Best Life Insurer Award
14. Global Award for Brand Excellence 2011 by World Brand Congress
15. Bengal’s Best 2011 in Insurance Category – Anandbazar Patrika’s Brand Watch
16. Organization of the Year – Top Ranker’s Management Consultants
17. Best BFSI Life Insurance Company 2011 by Business & Economy ICMR-BFM

18. Most Successful Pioneer in Micro Insurance by Amity School of Insurance, Banking & Actuarial Science
19. Golden Peacock Innovative Product Award for Jeevan Arogya
20. Middle East Insurance Forum (MEIF) Institutional Excellence Award to LIC International (BSC Bahrain)
21. My FM Stars of the Industry Award for Business Leadership Award
22. My FM Stars of the Industry Award for Excellence in Life Insurance
23. Special Award for Consumer Service (Corporate) by Consumer Association of India
24. Indy's Award for Best Corporate Film of the Year
25. Indy's Award for Best in Media Category; Campaign for Change, Women's Insurance TVC
26. Indy's Award for Most Creative Ad (Print) in BFSI
27. Indy's Award for Best in house magazine 'Yogakshema'.