

Panel of Advertising Agencies and PR Agency

LIC of India has finalized the empanelment of the following four advertising agencies:

1. M/s. R K Swamy BBDO
2. M/s. Mudra Communications
3. M/s. Draft FCB Ulka Advertising Pvt. Ltd
4. M/s. Hindustan Thompson Associates

As regards empanelment of PR agency, the whole process will be carried out afresh. Revised criteria will be placed on the website soon.

Executive Director (SBU-IO/CC)