

Disclosure under Regulation 46(2) of SEBI (LODR), Regulations, 2015 pertaining to details of agreements entered into with the media companies and/or their associates, etc.

- The Corporation has entered into agreements with following Companies:

Sr No	Name of the Agency/Service Provider	Category in which empanelled	Period	
			From	to
1	DDB Mudra Max Pvt. LTD.	Media Agency	27.04.2020	26.10.2023
2	R.K. Swamy BBDO Pvt Ltd.	Media Agency	27.04.2020	26.10.2023
3	FCB Ulka Advertising Pct. Ltd	Media Agency	27.04.2020	26.10.2023
4	DDB Mudra Pvt Ltd.	Creative Agency	27.04.2020	26.10.2023
5	Prachar Communications Pvt Ltd.	Creative Agency	27.04.2020	26.10.2023
6	McCANN Erickson India Pvt. Ltd.	Creative Agency	27.04.2020	26.10.2023
7	R.K. Swamy BBDO Pvt Ltd.	Digital Agency	27.04.2020	26.10.2023
8	Concept Public Relations India Ltd.	Public Relations Agency	01.03.2023	28.02.2026

- There is no Nominee of either of the aforesaid Companies/ Agencies on the Board of Life Insurance Corporation of India.
- There is no management Control or potential conflict of interest arising out of Agreements entered into by Life Insurance Corporation of India with the aforesaid companies/agencies.