



## PRESS RELEASE

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### LIC proudly celebrates its significant milestone of 69<sup>th</sup> Anniversary

LIC, India's leading Life Insurer and a financial conglomerate, which has also emerged as the fastest growing Indian Brand achieving a remarkable growth of 36%, is celebrating the proud moment of 69<sup>th</sup> Anniversary on 1<sup>st</sup> September, 2025. This milestone is a testament to the dedication and hard work of our team, the immense trust reposed by our customers on LIC and a robust system which has consistently demonstrated a commitment to excellence, innovation, and customer satisfaction.

As we reach the significant milestone of 69 years in business, LIC proudly reflects on the journey of growth, innovation, and unwavering commitment to excellence. Even after liberalization of Insurance sector for more than two decades, it has sustained its Leadership position in the market with 65.83 % market share in Policies and 57.05% market share in First Year Premium Income in financial Year 2024-25. Total AUM increased by 6.45% to Rs. 54.52 Lakh Crore.

As we celebrate this significant milestone, we reflect on our journey with pride and gratitude with our strength of a wide reach throughout the length and breadth of the Country. The Life Insurance Corporation of India offers a comprehensive portfolio of 35 Individual Products, 12 Group Products 7 Individual Riders and 1 Group Rider designed to cater to the diverse needs of every segment of society, such as Endowment Insurance, Term Insurance, Child Insurance, Annuity Plans, Group Insurance, Micro Insurance, Health and Unit Linked products. The plans are available offline as well as online.

LIC's Golden Jubilee Foundation (GJF), was established in the year 2006 as a part of LIC's Community Service Initiatives and so far disbursed Rs 283 Crore in 926 projects and 30835 scholarships amounting to Rs. 80.62 Cr. In the fiscal year 2024-25, LIC made remarkable strides in enhancing its digital platforms, ushering in a new era of convenience and efficiency for its vast clientele. There are over 2.40 Crore registered users of LIC's Customer Portal and LIC Digital mobile app, offering self-service functionalities. LIC extended its global digital reach with the launch of the LIC Digital NRI App, introduced QR-based collections, WhatsApp-enabled payment and alert links.

LIC also expanded its AI capabilities with LIC Mitra 2.0, a multilingual, conversational Chatbot available in ten Indian languages, offering personalized assistance for policy servicing, claims,

product comparisons, and FAQs. The Jeevan Saakshya app, LIC's AI-powered digital existence certificate platform, enabled over 50,000 certificates.

The Corporation has received a total of 22 Awards and accolades during the year 2024-25 in areas of Mobile Campaign, Innovative product, Most Preferred Workplace, Insurance Inclusion in Rural Areas at affordable price, E-Business, Claims settlement, Digital Transformation, Customer Service, etc.

Some of the Brand Rankings received through Third Party during 2024-25 are:

- 1) LIC has emerged as the fastest-growing Indian brand, achieving a remarkable 36% growth as per Brand Finance 2025 Report
- 2) LIC of India has been recognized as No. 1 Trusted Brand as per Reader's Digest Trusted Brand, Sept 2024
- 3) LIC of India is ranked 2<sup>nd</sup> in Fortune 500 India -2024 Based on Total Revenue (Last Year 3rd Rank)
- 4) LIC of India is 3<sup>rd</sup> in the list of World's Top 10 Strongest Insurance Brands 2025 as per Brand Finance Insurance 100-2025 Report

LIC is also internationally acclaimed financial conglomerate with its presence in 11 countries. It has also ventured into other financial services through its Subsidiaries and Associates viz LIC HFL, LIC HFL Asset Mgt Co. Ltd, LIC Mutual Fund Asset Management Ltd., LIC Mutual Fund Trustee Pvt. Ltd., LIC Pension Fund Ltd, LIC Cards Services Ltd, IDBI Bank Ltd. IDBI Bank Trusteeship services Ltd.

On this occasion, we express our gratitude to our policyholders, shareholders, employees and field force for their unwavering commitment through the years. Our mission remains focused on fostering trust and delivering on our promises. As we move forward, we will strive to uphold the values that have earned us the confidence of those we serve. We reaffirm our unwavering dedication to the welfare of our customers, staying true to our guiding principle: "Yogakshemam Vahamyaham - Your welfare is our responsibility." This commitment reflects our ongoing efforts to serve our customers with integrity and care.

Dated at Mumbai on September 1<sup>st</sup>, 2025

For Further Information please contact: Executive Director (CC) LIC of India, Central Office, Mumbai. Email id: [ed\\_cc@licindia.com](mailto:ed_cc@licindia.com) Visit us at [www.licindia.in](http://www.licindia.in)

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We believe that the news contained in this release is of value to your readers. While we would thank you to publish it as soon as possible, we also readily recognize that the decision to do so rests entirely with you.