

PRESS RELEASE

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LIC of India introduces MyLIC App (for Customers) and Super Sales Saathi App (for Intermediaries).

Shri. M. Nagaraju, IAS, Secretary, Department of Financial Services, Ministry of Finance, launched the new LIC's Customer App (MyLIC) and the mobile App for the sales intermediaries (LIC's Super Sales Saathi) on 15th April, 2026 in the presence of CEO & MD Shri. R. Doraiswamy, Managing Directors Shri. Dinesh Pant, Shri. Ratnakar Patnaik, Shri. R. Chander and senior management of LIC of India at Mumbai. MyLIC is a next-generation mobile application, built to redefine the experience of how policyholders will manage their life insurance portfolio. Super Sales Saathi App is a next generation mobile application for LIC's marketing personnel. These Apps have been designed with a user-first philosophy, bringing together intuitive design, powerful features, and cutting-edge technology to deliver a seamless, intelligent, and personalized 360 degree experience.

LIC of India's next-generation digital Apps have been designed with a clear focus on transforming customer experience, empowering intermediaries, and modernizing internal operations. Built with advanced technologies, including AI, the Apps aim to deliver a seamless, secure, and fully integrated digital insurance ecosystem.

MyLIC App – Key Customer-Facing Capabilities

- View and manage insurance portfolio at one place
- Pay premiums instantly
- Track policy Benefits in real time
- Avail Paperless Policy Loan

- Update Policies, online
- Revive Lapsed Policies, online
- Explore and Buy policies online – Simple, Fast and Digitally
- Fast, Secure & Paperless e-KYC

Super Sales Saathi – Key Marketing-Focused Capabilities

- Digital sales tools
- Real-time policy status tracking
- Automated reminders for follow-ups
- Integrated communication with customers
- AI-driven nudges for customer value enhancement
- Digital sales kits and product explainers for on - the-go presentations
- Performance dashboards to help intermediaries monitor targets and achievements

Both the above mobile Apps are delivered through LIC’s DIVE (Digital Innovation & Value Enhancement) digital transformation platform, designed to deliver a seamless, secure, and fully integrated insurance experience for customers, intermediaries, and employees. These Apps enable policy management, premium payments, personalized product recommendations, and advanced intermediary productivity tools. DIVE represents a major strategic shift toward a modern, digital-first LIC, reducing office dependency and enhancing operational efficiency, pan-India.

Built for Today, Ready for Tomorrow

Shri. M. Nagaraju, Secretary, Department Of Financial Services, highlighted “*LIC’s digital ecosystem is evolving from a set of service utilities into a strategic distribution and engagement platform. With over 260 million policies and India’s deepest insurance footprint, LIC’s mobile apps - MyLIC (customer-facing) and Super Sales Saathi (intermediary-facing) - are now central to delivering scale, service efficiency, and competitive parity in the life insurance market.*”

Speaking at the launch, **Shri. R. Doraiswamy, CEO & MD, LIC of India**, said that “*LIC’s mobile Apps are no longer support tools, they are strategic assets that shape customer experience and intermediary’s performance. These Apps scale adoption across customers and intermediaries, that will directly influence LIC’s growth, persistency, and operational efficiency. LIC’s continued investment in AI-driven insights, personalization, and ecosystem integrations will unlock the next wave of digital value.*”

Together, these Apps form a dual-engine digital model:

- **MyLIC** → *Customer self-service, transparency, and policy lifecycle management*
- **Super Sales Saathi** → *Intermediary productivity, sales enablement, and field-force empowerment”*

Life Insurance Corporation of India (LIC), the country’s largest life insurer, takes pride in announcing the launch of its new Customer App MyLIC and Super Sales Saathi App marking a major milestone in its digital transformation journey.

Dated at Mumbai on April 15th, 2026

**For further information please contact: Executive Director (CC), LIC of India, Central Office, Mumbai.
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