



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

PRESS RELEASE

LIC wins Outlook Money NDTV PROFIT – Best Life Insurer Award 2009 .

Life Insurance Corporation of India was declared the winner of **Outlook Money NDTV PROFIT – Best Life Insurer Award 2009** in a glittering ceremony at Hotel Grand Hyatt, Mumbai. The function was graced by Dr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission on 28.10.2009.

A seven member jury for the Awards headed by Dr. R H Patil, Chairman, The Clearing Corporation of India selected the winners.

This accolade is yet another in the series of Awards and Accolades earned by us in the current year. LIC has the following awards to its credit :-

1. CNBC Awaaz Consumer Awards 2009 for “Most Preferred Life Insurance Company of the Year”
2. NDTV Profit –“Business Leadership Award 2009”.
3. Asia Pacific HRM Congress - Innovative HR practices Award 2009.
4. Most Trusted Brand in the Insurance Category in the survey conducted by Economic Times with AC Nielsen.
5. Super Brand India 2009-10
6. Readers Digest Trusted Brand Award 2009- Platinum Category.

Encl: photograph of the event
Date:31.10.2009

Place: Mumbai

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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.