

PRESS RELEASE

Title: Reported news of withdrawl of Jeevan Bharti-1 in Business Standard, dated 30th Oct 2008

There have been reports in certain quarters of the Press that LIC has withdrawn its policy 'Jeevan Bharti-1', meant exclusively for women. The report appears to be mischievous and is aimed at misleading the prospects. We confirm that the plan has not been withdrawn and it continues to be on the shelves.

Date : 31.10.2008 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.