

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.	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.

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- The Corporation has Empanelled/selected the following Media/Creative/ Digital Agencies for a period of three years. We have received the acceptance of The Letter of Intent(LOI) from these agencies. The LOI is valid for a period of 4 months i.e From 20.12.2023 to 19.04.2024.

The agreements are sent to our legal Department for vetting which are under process.

Sr No	Name of the Agency/ Service Provider	Category in which empanelled	Letter of Intent (LOI) validity Period	
			From	to
1	FCB Ulka Advertising Pvt. LTD.	Media Agency	20.12.2023	19.04.2024
2	Prachar Communications Pvt Ltd.	Media Agency	20.12.2023	19.04.2024
3	DDB Mudra Max Pvt. LTD.	Media Agency	20.12.2023	19.04.2024
4	R K SWAMY Pvt Ltd.	Creative Agency	20.12.2023	19.04.2024
5	Prachar Communications Pvt Ltd.	Creative Agency	20.12.2023	19.04.2024
6	DDB Mudra Pvt. LTD.	Creative Agency	20.12.2023	19.04.2024
7	Prachar Communications Pvt Ltd.	Digital Agency	20.12.2023	19.04.2024

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