



भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

## PRESS RELEASE



### LAUNCH OF "ANANDA MOBILE APP"

Atma Nirbhar Agents New Business Digital Application, the Digital Paperless Solution for New Business processes in LIC has now been provided a new dimension with the launch of ANANDA Mobile App on 24<sup>th</sup> August 2021.

The inauguration of the Mobile App was done by Shri. M R Kumar, Chairperson, LIC of India through Video Conferencing, in the presence of the Managing Directors - Shri. Mukesh Kumar Gupta, Shri. Raj Kumar, Shri. Siddhartha Mohanty, Ms. Mini Ipe and other Senior Officials of the Corporation. Built on paperless KYC process using Aadhaar based e-authentication of the Life Proposed, the Digital application is a tool for the on boarding process to get the Life Insurance policy through a Paperless module with the help of the Agent / Intermediary.

The App has all the distinctive features of the Digital application and promises to provide an easy access to the field force in their quest to reach out prospective customers through the latest technological means.

With the Mobile App in place, it is expected that the usage level of ANANDA among the Agents / Intermediaries will go up and thereby propel the New Business fortunes to bigger heights.

The event was marked with the release of an e-training video for the Agents, depicting the salient features of the Mobile App and the process from introduction to completion of a Life Insurance policy.

The launch had generated tremendous enthusiasm among the Marketing Officials and Intermediaries of LIC of India.

In his key-note address, the Chairperson of LIC of India remarked that the Launch of ANANDA Mobile App is a big day for LIC as the Organization has made a huge leap and today's launch is the result of a two-way process, wherein, the high level of usage of the ANANDA module has resulted into the development of the Mobile App.

The Chairperson further observed that though the future holds many changes, yet the one thing that does not change is the need for Insurance and LIC has been successful in creating that need among the Insuring public.

He called upon all the Agents & Intermediaries in the Organization to embrace, accept, try this App and get the experience to get into the fast lane by using the Mobile App.

The Chairperson concluded by placing his appreciations to the Teams of IT & New Business departments for developing this App.

The first Life Insurance policy under the ANANDA Mobile App was completed in the presence of the Chairperson by Mr. Merryl Baptista, a top-flier Agent under Mumbai Division III of Western Zone.

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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.