

Disclosure under Regulation 46(2)(n) 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 Media Companies:

S. No	Name of Agency/Service Provider	Category in which empanelled	Period	
			From	To
1.	DDB Mudra Max Pvt. Ltd.	Media Agency	23.04.2020	22.04.2023
2.	R K Swamy BBDO Pvt. Ltd.	Media Agency	23.04.2020	22.04.2023
3.	FCB Ulka Advertising Pvt. Ltd.	Media Agency	23.04.2020	22.04.2023
4.	DDB Mudra Pvt. Ltd.	Creative agency	23.04.2020	22.04.2023
5.	Prachar Communication Pvt. Ltd.	Creative Agency	23.04.2020	22.04.2023
6.	McCANN Erickson India Pvt. Ltd.	Creative Agency	23.04.2020	22.04.2023
7.	R K Swamy BBDO Pvt. Ltd.	Digital Agency	23.04.2020	22.04.2023
8.	R K Swamy BBDO Pvt. Ltd	Creative Agency For AKAM activities	08.11.2021	30.09.2023
9.	R K Swamy BBDO Pvt. Ltd. with Adfactors PR Pvt. Ltd. as consortium Partner	Advertising/ PR Agency for IPO	29.11.2021	6 months or 1 month after IPO, whichever is later

➤ 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.