



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

Ref. No.: LIC/SE/2023-24/126

Date: November 29, 2023

To,

The Manager
Listing Department
BSE Limited
Phiroze Jeejeebhoy Tower
Dalal Street
Mumbai- 400001

The Manager
Listing Department
The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot C/1,
G Block, Bandra Kurla Complex
Mumbai - 400051

ScripCode:(BSE - 543526/ NSE - LICI)

Dear Sir/Madam,

Sub: Intimation pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015 regarding New Product Launch

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Corporation has announced the launch of its new product on 29th November, 2023.

The details of the said product are as follows:

a) Name of the Product	LIC's Jeevan Utsav
b) Date of Launch	29 th November, 2023
c) Category of Product	Non-Linked, Non-participating, Individual, Savings, Whole Life Insurance Plan
d) Whether caters to domestic and international market	Domestic market

Please take the same on record.

Yours faithfully,

For Life Insurance Corporation of India

(Pawan Agrawal)
Company Secretary & Compliance Officer

केंद्रीय कार्यालय, "योगक्षेम", जीवन बीमा मार्ग, मुंबई - 400 021.

Central office, "Yogakshema", Jeevan Bima Marg, Mumbai - 400 021.