

ALL INDIA INSURANCE EMPLOYEES' ASSOCIATION
LIC BUILDINGS SECRETARIAT ROAD HYDERABAD 500 063
(E-mail: aiieahyd@gmail.com)

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27th October 2023

To

All the Zonal /Divisional /State /Regional Units

Dear Comrade,

We reproduce herein below a letter addressed by AIIEA to the Chairperson LIC on the issue of declining market share and the need for a holistic approach and strategic vision to arrest the decline. All our units are requested to ensure wide circulation of the letter/ Circular.

With Greetings,

Comradely Yours

Shreekanth Mishra

General Secretary

The Chairperson
L.I.C. of India
Central Office
Mumbai

Date: 27.10.2023

Dear Sir,

Re: Decline in Market Share needs to be arrested Immediately
Holistic Approach and Strategic Vision Need of the Hour

The continual and progressive decline in LIC's market share over the last couple of months has given rise to understandable concern amongst the employees. It is for the first time that our market share in new business premium has come down to less than 60 per cent as at the end of September 2023. The decline is seen not only in our individual line of business, but also in the group segment where we have had a sway over our peers historically. We are of the considered opinion that retaining a market share of 60 per cent even after more than two decades of competition is by itself a remarkable achievement. Nevertheless, the need to look for reasons of the decline, arrest it and regain the market share can never be overemphasised.

We do feel that a holistic approach and a strategic vision are the absolute needs of the hour. This will be possible only by harnessing the goodwill and collective strength of the workforce. The long and glorious journey of the LIC for over six decades has demonstrated it beyond any shade of doubt that the institution's progress critically depends on the support and allegiance of the workforce. There is an imperative need therefore to hold constructive dialogue with the unions on the wide ranging changes that are taking place in LIC in terms of business models and the application of higher technology. Any unilateralism on vital issues relating to the institution and the employees, however pious the intentions

might be, have the potentiality to mar rather than make any positive contribution to the growth and prosperity of the institution.

We would request you to please resume the long forgotten practice of conducting information sharing session so that all the stake holders synergize their efforts to regain the market share and ensure all-round progress for LIC.

Thanking You,

Yours faithfully
Sd/-
General Secretary