

S. Viswanathan
Career Details

Zonal Manager, LIC of India, South Central Zone, Hyderabad since April 2007 to 31.10.2008. Over all in-charge of marketing and servicing operations of the States of Andhra Pradesh and Karnataka having 17 Divisions, 314 Branch Offices and 114 Satellite Offices servicing 3.82 Cr. no. of policies with a total income of Rs. 20116.14 Cr. as at 31st March 2008. This Zone is the biggest Zone of LIC with a strength of 1,91,149 Agents and a workforce of 18,440 Class - I, II, III & IV employees both in Marketing and Administration including Managers at various levels. During the fiscal 2007-08, the Zone procured a New Premium Income of **Rs.5,183.65 Crores** with **61.78 lakh** new policies.

Executive Director (Bancassurance & Alternate Channels) and Micro Insurance during 2004-07.

Developed the systems and processes for Bank tie ups, Corporate Agency appointments, Broker relationships. Important public sector banks who have Corporate agency with LIC are: Andhra Bank, Dena Bank, Bank of Maharashtra, Allahabad Bank, UCO Bank, Corporation Bank, Central Bank of India and Indian Overseas Bank. Developed the relationship with CNRI (Confederation of rural NGOs) for Micro Insurance agency and launched LIC's Jeevan Madhur Product.

Chief (Marketing / Bancassurance & Alternate channels) during 2003-2004

Set up the department for alternate channels of distribution in LIC and established the framework for appointment of Corporate agents as per IRDA Regulations.

Regional Manager (Public Relations & Corporate Communication) Southern Zonal Office, Chennai during 2002-03.

Managed the entire portfolio of public relations and media interactions for South Zone comprising the States of Tamil Nadu and Kerala.

Divisional Manager in-charge / Sr. Divisional Manager of Nellore and Coimbatore Divisions of LIC of India during 1997 - 2002. Marketing Manager of Kadapa Division during 1995-97; Manager (Sales) of Salem Division during 1993-95, Branch / Senior Branch Manager of Uthamapalayam and Coimbatore city branches during 1987 - 93.

During these years, I was in-charge of the overall Marketing and Administrative activities of the Organization in the Divisional / Branch area and had a very good exposure in claims management, customer forum cases, grievance redressal machinery and all policy related servicing. As Divisional Manager in-charge, the entire gamut of personnel matters including recruitment, training and disciplinary proceedings etc. in respect of work force both in Marketing and Administration was my responsibility.

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Joined LIC in 1971 as Assistant and worked for the period 1971 - 77 in Madurai and Coimbatore Divisions; selected to the cadre of Assistant Administrative Officer in 1978 through Direct Recruitment and worked as Assistant Administrative Officer in Thanjavur Division during 1978 - 84. Worked as Administrative Officer (Audit and Inspection) during 1984-87 and conducted Audit and Inspection of large number of Branches in the States of Andhra Pradesh and Kanataka, Kerala and Tamilnadu and this experience gave me the opportunity to have a full knowledge of various systems and processes of providing service to LIC's policyholders.

Academic qualifications:

B.Sc., Physics of St. Joseph's College, Tiruchinapalli, in Tamil Nadu.

Technical Qualification:

Fellow of Insurance Institute of India with the specialization in Life Insurance Marketing and Administration.

Seminar and Conferences:

- Participated in the "5th Asian Conference of Bancassurance and Alternate Distribution Channel" conducted by Asia Insurance Review in Shanghai in 2004 and presented a paper on "Bancassurance in Emerging Markets - The lure of Bancassurance in India".
- Guest faculty of National Insurance Academy, Pune and Management Development Centre, LIC, Mumbai.

Resume Details:

Date of Birth

October 11, 1948

Residential Address

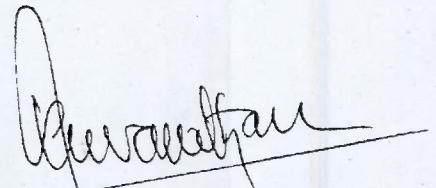
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