



LIC Pension Fund Ltd.

CIN-U66020MH2007PLC176066

CORPORATE OFFICE :-

1st Floor, East Wing, Industrial Assurance Building, Veer Nariman Road,
Churchgate, Mumbai - 400 020. • Tel.: 022 6141 4502

E-mail : licpensionfund@licindia.com • Website : www.licpensionfund.in

Provisional Selection of Agency

For

Social Media Management & Digital Media Buying

With reference to RFP Ref: LICPFL/RFP/Marketing/2025/01 Dated: 24.01.2025 for Social Media Management & Digital Media Buying for LIC Pension Fund Limited, the outcome of the bid evaluation as per RFP Terms and Conditions is as follows:

#	Nature of Work	Name of the Bidder selected as L1 on the basis of bid evaluation as per RFP Terms and Conditions
1	Social Media Management & Digital Media Buying	M/s Auburn Digital Solutions Private Limited

The award of contract will be subject to the conditions stated under section 5.15 of the RFP Ref: LICPFL/RFP/Marketing/2025/01.

Date: 21.03.2025

Sd/-

Managing Director & CEO