

Mrs. Rita Bhattacharya, presently Executive Director (HRD/OD) is a Direct Recruit Officer of the 11th batch having joined the Corporation in 1981.

She firmly believes in creating an engaging work place where employees are committed while at the same time enjoying their work.

Prior to taking over as Executive Director (HRD/OD) she headed the Corporate Communications Department where she brought in valuable additions to the brand, introducing contextual advertising and associating the LIC Brand with international titles like BBC and The Economist. She was honoured at International Association of Advertisers Leadership Awards 2012, as International Marketer of the Year (Insurance Sector), selected through a Nielsen Survey, audited by Ernst & Young.

She has a rich and varied experience of the Life Insurance Industry having worked in the office of the Governing Body of Insurance Council as Secretary General and also in various departments of the Corporation such as Servicing, Actuarial, Personnel, IT and Corporate Communications.

She is a Honours Graduate in Chemistry and is fluent in several languages. She is also interested in Anthropology.