

Premium
Guarantee

InvestShield Life
New

Market-linked investment
that refuses to sink.



 **ICICI PRUDENTIAL** 
L I F E I N S U R A N C E

We cover you. At every step in life.

One of the few things we know for sure in life is that it is full of uncertainties. To give you more control over your life, you need a plan that guarantees your future, no matter what uncertainties.

With this in mind, ICICI prudential, India's No. 1 private life insurer*, brings you InvestShield Life - New, a unique market-linked insurance policy which guarantees all the premiums paid by you. This one of a kind policy allows you to enjoy the upside of potentially higher returns while guaranteeing that you will get back at least all the premium paid by you. It also provides additional protection to your family with a life insurance cover.

Key Benefits of InvestShield Life - New

- Premium Guarantee (Guaranteed Value): sum of all premiums paid is Guaranteed on death or maturity
- Enhanced Protection: in case of an unfortunate event of death, Sum Assured¹ PLUS Fund Value or Guaranteed Value whichever is higher will be paid to the nominee
- Potential to earn higher returns over a long term: by investing in market-linked fund
- Cover continuance option: ensures continuance of life cover even



if you take a break from paying premiums

- Tax Benefits: on premium paid and benefits received under the policy, as per the prevailing Income Tax Laws

How does the policy work?

1. Select the premium amount and policy term as per your requirement
2. Sum Assured of your policy will be calculated as Annual Premium x Term/2
3. After deducting premium allocation charge, the balance amount will be invested in the InvestShield Life - New fund
4. At the end of the policy term, the maturity benefit will be paid to the policy holder which will be the Fund Value or Guaranteed Value², whichever is higher
5. In the unfortunate event of death, the nominee receives Sum Assured¹ plus Fund Value or Guaranteed Value², whichever is higher

Benefits in detail

➔ Premium Guarantee

Sum of all premiums paid till date will be guaranteed on death or maturity. This guarantee will be applicable only if the policy is in force and due premiums till date have been paid.

➔ Death Benefit

In the unfortunate event of death during the term of the policy, the nominee shall receive the Sum Assured¹ plus Fund Value or

In this policy, the investment risk in investment portfolio is borne by the policyholder.

Guaranteed Value², whichever is higher, subject to due premiums being paid till date.

➔ Maturity Benefit

You will be entitled to receive Fund Value or Guaranteed Value², whichever is higher, on maturity of your policy.

➔ Investment Fund

You can enjoy the benefit of earning higher returns, since up to 40% of your money is invested in equities and related securities. Given below is the investment objective and asset allocation of InvestShield Life - New fund:

Fund Name & its Objective	Asset Allocation	Min.	Max.	Potential Risk-Reward
InvestShield Life - New fund: Balance of growth and steady returns	Equity & Equity Related Securities Debt, Money Market & Cash	0% 60%	40% 100%	Moderate

➔ Cover Continuance Option

This option ensures that your life cover continues in case you are unable to pay premiums, anytime after payment of first three years' premiums. All applicable charges will be automatically deducted from the units available in your fund. You need to opt for cover continuance, if you wish to avail of this benefit³.

In case the cover continuance option is chosen and the premiums have been discontinued, Premium Guarantee will cease to be applicable⁴. Thereafter, on maturity, only the Fund Value will be payable. In case of death, nominee will receive Sum Assured plus Fund Value.



Can I surrender my policy?

Yes, you can surrender your policy. Surrender Values are available to you after deducting surrender charges and would depend on the number of completed policy years. Following are the Surrender Values applicable after payment of 3 full years' premium.

No. of completed years of the Policy	Surrender Value as a % of Fund Value
3 years	50%
4 years	60%
5 years	70%
6 years	80%
7 years	85%
8 years	90%
9 years	95%
10 years and above	100%

For details on Surrender Values applicable before 3 years' premiums are paid, please refer to the sales literature & policy document.

Policy at-a-glance

Minimum / Maximum Entry Age	0 - 65 years
Maximum Age at Maturity	75 years
Minimum / Maximum Term	10 - 30 years
Minimum Premium	Rs.8,000 per annum
Premium Payment Frequency	Yearly, Half-yearly, Monthly
Sum Assured	Annual Premium x Term/2
Tax Benefit	Premiums paid for the policy will be eligible for tax benefit under section 80C. Any benefit amount received under this policy will be eligible for the tax benefit under section 10(10D), as per prevailing tax laws.



What are the charges under the policy?

➡ Premium Allocation Charge

This will be deducted from the premium amount at the time of premium payment and units will be allocated thereafter:

Year 1	Year 2	Year 3 onwards
35%	15%	3%

➡ Other Charges

Charges	Particulars												
Policy administration charge	There would be a fixed policy administration charge of Rs. 40 per month*.												
Mortality charge	Mortality charges will be deducted on a monthly basis on the Sum Assured*. Indicative charges per thousand Sum Assured for a healthy male life are as shown below: <table border="1" data-bbox="336 1149 1274 1220"> <thead> <tr> <th>Age (yrs)</th> <th><7</th> <th>20</th> <th>30</th> <th>40</th> <th>50</th> </tr> </thead> <tbody> <tr> <td>Rs.</td> <td>0.00</td> <td>1.33</td> <td>1.46</td> <td>2.48</td> <td>5.91</td> </tr> </tbody> </table>	Age (yrs)	<7	20	30	40	50	Rs.	0.00	1.33	1.46	2.48	5.91
Age (yrs)	<7	20	30	40	50								
Rs.	0.00	1.33	1.46	2.48	5.91								
Fund management charge	The annual fund management charge of 1.25% p.a. will be adjusted from the Net Asset Value (NAV).												

* These charges will be deducted by cancellation of units.

Terms & Conditions

1. In case the life assured is below age 7 years (age nearest birthday) at the time of death, only the Fund Value or Guaranteed Value, whichever is higher, would be payable.
2. The Guaranteed Value is the amount of premiums paid till the time of claim.
3. In case you have not opted for cover continuance option, your life cover continues for a period of 2 years from the last premium paid (by levying applicable charges), after which your policy will be foreclosed and applicable surrender value would be paid.
4. Within 2 years of discontinuing premium payment, if the policyholder pays all due premiums, the premium guarantee will be applicable again.
5. If full premium for the first three policy years is not paid, the policy lapses, and if not revived within a period of two years from the due date of the last unpaid premium, then surrender value as applicable will be paid at the end of the third policy year or at the end of the reinstatement period, whichever is later.
6. If premium has been paid for three full policy years and after three policy years have elapsed; and the Fund Value falls below 150% of one full year's premium, the policy shall be terminated by paying the Fund Value after applying surrender charges, if applicable. This condition will also apply during the Cover Continuance stage, if opted for.
7. Increase /decrease in Sum Assured is not allowed during the term of the policy.
8. The term chosen at inception of the policy cannot be changed.
9. If the Life Assured whether sane or insane commits suicide within one year from the date of issue of this policy, only the Fund Value will be paid.
10. All benefits payable under the Policy are subject to the tax laws and

other financial enactments as they exist from time to time. Service tax and education cess will be charged extra as per applicable rates.

11. Freelook period: 15 days from the date on which you receive the policy document
12. For further details, please refer to the sales literature and policy document.

Revision of Charges

- The Company reserves the right to revise the fund management charge & policy administration charge at any time during the term of the policy. Any revision will be with prospective effect with prior approval from Insurance Regulatory & Development Authority (IRDA) and after giving a notice to the policyholders. For further details on revision of charges, please refer to the sales literature and policy document.
- The Policyholder who does not agree with the above shall be allowed to withdraw the units in the funds at the then prevailing Fund Value and terminate the policy, without any application of surrender charges.
- Mortality charges, premium allocation charges and surrender charges are guaranteed for the term of the policy.

Risks of investment in the Units of the Funds

The Proposer / Life Assured should be aware that InvestShield Life - New is a Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIPs are subject to market risks. The Net Asset Value (NAV) of the units may fluctuate based on the performance of fund and factors influencing the capital market and the policyholder is responsible for his / her decisions. ICICI Prudential Life Insurance Company Limited and InvestShield Life - New, InvestShield Life - New Fund are only names of the company, policy, fund respectively and do not in any way indicate the quality of the policy, fund or their future prospects or returns. The funds do not offer a guaranteed or assured return.

About ICICI Prudential Life Insurance Company

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank and Prudential plc. It was one of the first players to commence operations when the insurance industry was opened to the private sector in 2000. Since inception the company has written over 2 million policies. The company has a network of over 70,000 advisors, 8 bancassurance as well as over 190 corporate agent & broker tie-ups. It is also the only life insurer in India to get IFS AAA (ind) rating, by Fitch Ratings. For the past five years, ICICI Prudential has retained its position as No. 1 private life insurer[#] in the country, with a wide range of flexible products that meet the needs of the Indian customer at every step in life. To know more about the company, please visit www.iciciprulife.com.

For more information,
please feel free to call our Customer Service Toll Free Number 1800-22-2020 from your MTNL or BSNL line.
(Call Center Timings: 9.00 A.M. to 9.00 P.M. Monday to Saturday, except National Holidays).



Registered Office: ICICI Prudential Life Insurance Company Limited, ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025.

[#]In terms of weighted received premium & funds under management. This Product Brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy. For further details, please refer to the sales literature & policy document. In the event of conflict, if any, between the terms and conditions contained in this brochure and those contained in the policy document, the terms and conditions contained in the policy document shall prevail. Insurance is the subject matter of the solicitation. © 2006, ICICI Prudential Life Insurance Company Limited, InvestShield Life - New: Form No U46

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