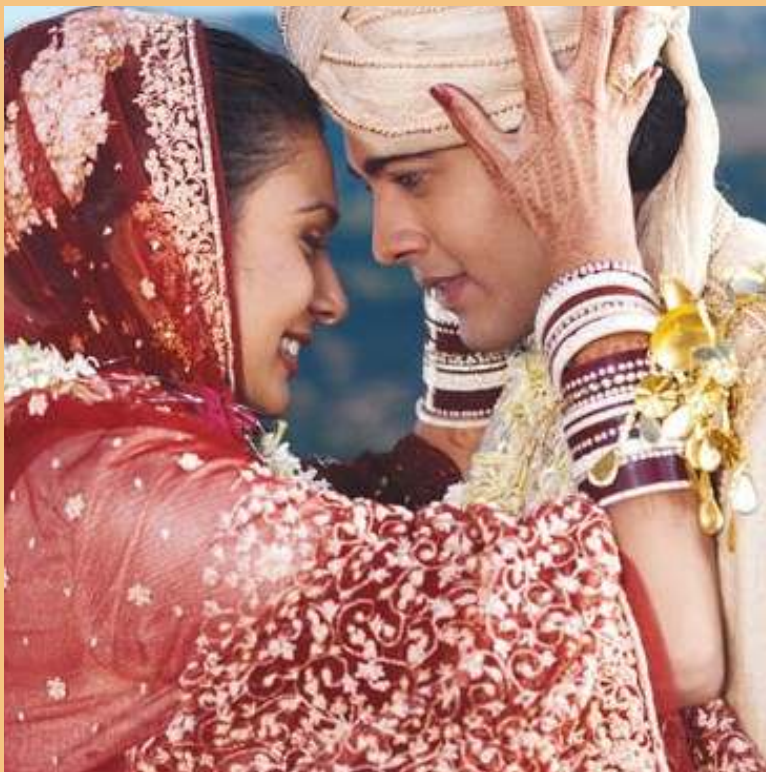


LifeTime Plus



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

We cover you. At every step in life.

As a prudent investor, you look for the best possible avenues to make your investments grow over the long term. At the same time, you would like to have adequate protection to secure your family's future. For you, an ideal plan would be one that provides protection for your family and returns on your investments.

ICICI Prudential, India's No. 1 private life insurer, now offers you LifeTime Plus - a regular premium unit-linked insurance policy that offers the benefit of life insurance cover along with flexible investment options. Thus you enjoy potentially higher returns without compromising on the security of your family.*

Key Benefits of LifeTime Plus

- This policy offers you the protection of Sum Assured AND Fund Value, in case of an unfortunate event of death¹.
- Potentially higher returns over the long term by investing in market-linked funds.
- Additional allocation of units at regular intervals to enhance your investment.

- " Option to withdraw your money systematically over a period of 5 years on maturity of the policy.
- " Cover continuance option available which ensures continuance of life insurance cover even if you take a break in premium payment.
- " Tax benefits on premiums paid and benefits received under this policy, as per the prevailing Income Tax Laws.

How does the policy work?

1. You need to choose the premium amount, term and Sum Assured for which you wish to take the policy.
2. After deducting premium allocation charges, the balance amount is invested in the investment fund(s) of your choice.
3. You can opt for add-on riders available under the policy.
4. On survival, the maturity benefit is paid to the policyholder. In the unfortunate event of death, the nominee receives the Sum Assured AND the Fund Value.

Benefits in detail

► Choice of Investment Funds

We offer you 4 investment funds. You have the option to choose how you want your investments to grow, based on the objectives of each of the funds. Given alongside are the investment objective and asset allocation of each of the funds:



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

Fund name and its objective	Asset allocation	Min.	Max.	Potential Risk-Reward
Maximiser II: Long Term Capital Appreciation	Equity & Equity Related Securities Debt, Money Market & Cash	75% 0%	100% 25%	High
Balancer II: Balance of growth and steady returns	Equity & Equity Related Securities Debt, Money Market & Cash	0% 60%	40% 100%	Moderate
Protector II: Accumulate steady income at a lower risk	Debt Instruments, Money Market & Cash	100%	100%	Low
Preserver: Protection of capital through very low risk investments. Investments up to 20% can be allocated to this fund.	Debt Instruments Cash & Money Market	0% 50%	50% 100%	Capital preservation

You can invest in any one or in a combination of any of the above-mentioned funds.

➤ Switching Option

With this option, you can switch between the investment funds at any time (provided the policy is in force), depending on your financial priorities and investment decision. In any policy year, 4 switches are free of charge. The minimum switch amount is Rs.2,000.

➤ Additional Allocation of Units

There will be additional allocation of units every 4th year, starting from the end of the 8th year, at the rate of 5% of annual premium, into your investment fund. Additional allocation of units will be made only if the premiums have been paid regularly upto the date of allocation.

➤ Partial Withdrawal Benefit

Partial withdrawals will be allowed after completion of 3 policy years and on payment of full 3 years' premium. The minimum partial withdrawal amount is Rs. 2,000².

➤ Death Benefit

In the unfortunate event of death during the term of the policy, the nominee shall receive the Sum Assured AND the Fund Value¹.

➤ Maturity Benefit

Based on the term chosen for this policy, you will be entitled to receive the Fund Value at the time of maturity. Alternatively, you can opt for the Settlement Options available.

➤ Settlement Option

On maturity of the policy, you can choose to take the Fund Value as a structured benefit. With this facility, you can opt to get payments on a yearly, half-yearly, quarterly or monthly (through ECS) basis, for a period of 1, 2, 3, 4 or 5 years, post maturity³. At any time during the settlement period, you have the option to withdraw the remaining Fund Value.

During the settlement period, the investment risk in the investment portfolio is borne by the policyholder.

➤ Cover Continuance Option

This option ensures that your life insurance cover continues in case you are unable to pay premiums, anytime after payment of first three years' premium. All applicable charges will be automatically deducted from the units available in your fund. You need to opt for cover continuance option, if you wish to avail of this benefit⁴.

➤ Additional Protection with Riders

You can further customize your policy with optional riders, to enjoy additional protection at a nominal extra cost, as given below:

Riders	Benefits
Accident and Disability Benefit Rider (ADBR)	In the event of death or disability due to an accident, the rider benefit amount would be paid.
Critical Illness Benefit Rider (CIBR)	In the event of the Life Assured contracting any of the specified critical illnesses, the rider benefit amount would be paid.
Waiver of Premium Rider (WOPR)	In the case of total and permanent disability due to an accident, all further premiums till maturity would be paid by the company.

Rider charges for opted riders will be recovered by cancellation of units. For further details on the Rider benefits, exclusions and conditions, please ask for the Rider brochure.

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 Policy years	Surrender Value as a % of Fund Value
3 policy years	92%
4 policy years	94%
5 policy years	96%
6 policy years	98%
7 policy years & above	100%

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

LifeTime Plus at-a-glance

Minimum / Maximum Entry Age	0 - 65 years
Maximum Age at Maturity	75 years
Minimum / Maximum Term	10 - 30 years
Minimum / Maximum Premium	Rs.20,000 per annum - Rs.3,00,000 per annum
Premium Payment Frequency	Yearly, Half - yearly, Monthly
Minimum Sum Assured	Annual Premium x (Term/2)
Tax Benefit	Premium paid for the policy and critical illness benefit rider will be eligible for tax benefit under section 80C & 80D, respectively. Any benefit amount received under this policy will be eligible for tax benefit under section 10 (10D), as per prevailing Tax Laws.



What are the charges under the policy?

Charges	Particulars												
Premium allocation charge	This will be deducted from the premium amount at the time of premium payment and units will be allocated thereafter: <table border="1"> <thead> <tr> <th>Annual Premium</th> <th>Year 1</th> <th>Year 2</th> <th>Year 3</th> <th>Year 4</th> <th>Year 5 onwards</th> </tr> </thead> <tbody> <tr> <td>Rs. 20,000 to Rs. 3,00,000</td> <td>25%</td> <td>25%</td> <td>3%</td> <td>3%</td> <td>1%</td> </tr> </tbody> </table>	Annual Premium	Year 1	Year 2	Year 3	Year 4	Year 5 onwards	Rs. 20,000 to Rs. 3,00,000	25%	25%	3%	3%	1%
Annual Premium	Year 1	Year 2	Year 3	Year 4	Year 5 onwards								
Rs. 20,000 to Rs. 3,00,000	25%	25%	3%	3%	1%								
Switching charge	4 free switches allowed every policy year. Subsequent switches will be charged at Rs.100 per switch*.												
Policy administration charge	There would be a fixed policy administration charge of Rs.60 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 is shown below: <table border="1"> <thead> <tr> <th>Age (yrs)</th> <th>20</th> <th>30</th> <th>40</th> <th>50</th> </tr> </thead> <tbody> <tr> <td>Rs.</td> <td>1.33</td> <td>1.46</td> <td>2.48</td> <td>5.91</td> </tr> </tbody> </table>	Age (yrs)	20	30	40	50	Rs.	1.33	1.46	2.48	5.91		
Age (yrs)	20	30	40	50									
Rs.	1.33	1.46	2.48	5.91									
Fund management charge (FMC)	The annual fund management charge, which will be adjusted from the Net Asset Values (NAV) of various Funds, are as follows: <table border="1"> <thead> <tr> <th>Fund</th> <th>Maximiser II</th> <th>Balancer II</th> <th>Protector II</th> <th>Preserver</th> </tr> </thead> <tbody> <tr> <td>FMC</td> <td>1.50% p.a.</td> <td>1.00% p.a.</td> <td>0.75% p.a.</td> <td>0.75% p.a.</td> </tr> </tbody> </table>	Fund	Maximiser II	Balancer II	Protector II	Preserver	FMC	1.50% p.a.	1.00% p.a.	0.75% p.a.	0.75% p.a.		
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FMC	1.50% p.a.	1.00% p.a.	0.75% p.a.	0.75% p.a.									
Partial withdrawal charge	One partial withdrawal in a policy year would be free. All subsequent partial withdrawals in that policy year would be charged at Rs.100 per withdrawal*.												

*These charges will be deducted by cancellation of units.

Terms and Conditions

- In case the life assured is below age 7 years (age nearest birthday) at the time of death, only the Fund Value would be payable.
- From fourth to tenth policy year, only one partial withdrawal is allowed each year, subject to a maximum of 20% of the Fund Value at the date of partial withdrawal. After completion of ten policy years, there is no restriction on the amount or number of partial withdrawals. The minimum Fund Value post withdrawal should be equal to at least 110% of one year's premium, else the policy will be terminated and the balance Fund Value will be paid to the policyholder. Partial withdrawals are allowed only if the Life Assured is atleast 18 years of age.
- You will be paid out a proportional number of units (based on the payment option and period chosen). The value of the payments will depend on the number of units and the respective fund NAVs as on the date of each payment. At any time during this period, you can take the remaining Fund Value as a lump sum payment. Partial withdrawals are not allowed during this period. If you wish to exercise the Settlement Option at the time of maturity, you need to inform the Company within a period of 3 months preceding the maturity of the policy. Death or rider benefit will not be available during the settlement period.
- In case you have not opted for cover continuance option, then 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.
- 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.
- If premium has been paid for three full Policy years and after three policy years have elapsed; and the Fund Value across all Funds under the Policy falls below 110% of one full year's premium, the policy shall be terminated by paying the Fund Value after applying surrender charges, if applicable.
- Increase in Sum Assured is allowed subject to underwriting if all due

premiums till date have been paid. Any medical costs for this purpose would be borne by the policyholder and will be levied by cancellation of units.

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. If the Life Assured, whether sane or insane, commits suicide within one year from the effective date of increase in the Sum Assured, then the amount of increase shall not be considered in the calculation of the Death Benefit.
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, switching charge and partial withdrawal 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.
- Mortality charges, premium allocation charges and surrender charges are guaranteed for the term of the policy.
- WOPR and ADBR rider charges are guaranteed for the policy term. CIBR rider charge is not guaranteed and may change with prospective effect, based on experience of the Company.

► Risks of investment in the Units of the Funds

The Proposer / Life Assured should be aware that LifeTime Plus 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, LifeTime Plus, Maximiser II, Balancer II, Protector II and Preserver are only names of the company, policy, funds respectively and do not in any way indicate the quality of the policy, funds 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 ICICIBank 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 agents & 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 **India's No. 1 private life insurer***, 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.iciciplife.com.

**For more information,
call our Customer Service Toll Free Number on 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 400025.

*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.
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