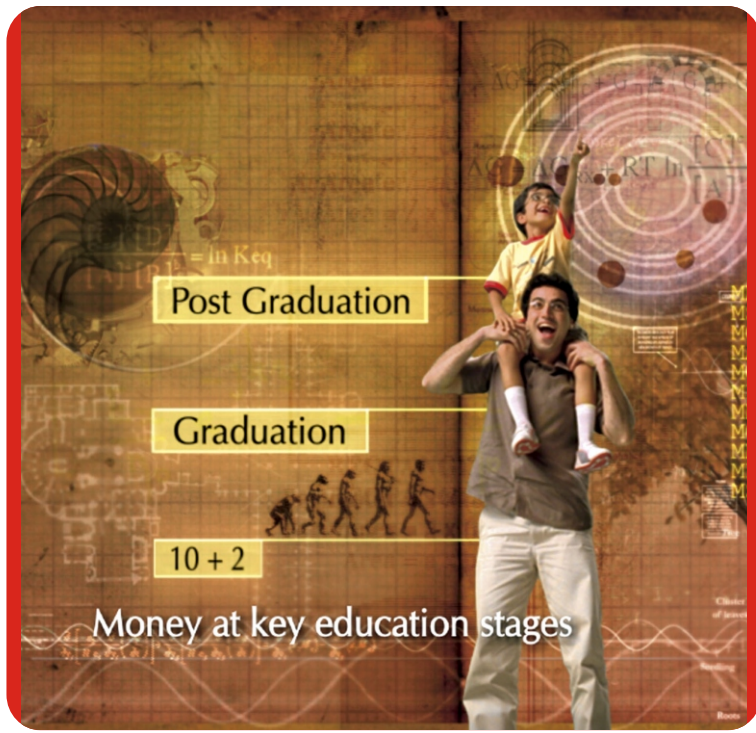


Education
insurance

SmartKid
New Unit-linked
Single Premium



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

We cover you. At every step in life.

Your child is your most precious gift and it is your prime responsibility to secure his future. You may have made investments for your child's education. But, is your investment plan tailor-made for your child's education needs? Ideally, the plan should ensure that the investments towards your child's education expenses grow steadily and remain intact even on occasions of emergency. At the same time, it should provide withdrawal facility to meet your child's educational expenses. Over and above, it should guarantee your child's education, even if you are not around.

Keeping the above objectives in mind, ICICI Prudential, India's No. 1 private life insurer[#], introduces SmartKid New Unit-linked Single Premium policy. This is a cost-effective education insurance policy requiring just a one-time lump sum investment. It allows you to withdraw money to meet expenses at important stages of your child's education. It also offers you potentially higher returns on your investment. Above all, the life cover provided under this plan protects your loved ones in your absence.

Key Benefits of SmartKid New Unit-linked Single Premium Policy

- Triple advantages that guarantee your child's education:
 - Lump sum payment of Sum Assured and policy continues in the unfortunate event of death of Life Assured (Parent)
 - Withdrawal facility at important stages of your child's education
 - With an income benefit rider, the child (beneficiary) will receive an annual allowance every year till maturity, in the unfortunate event of death of parent
- Potentially higher returns over the long term, by investing in unit-linked funds
- Tax benefits on premiums paid and benefits received under the policy, as per prevailing Income Tax Laws

How does the policy work?

1. Choose a single premium amount that you wish to invest. Your Sum Assured will be equal to 5 times your Single Premium amount.
2. Choose a maturity age of the child ranging between 18 and 25 years. The term of the policy would be equal to the chosen maturity age less current age of child.
3. After deducting premium allocation charges, the balance amount is invested in the investment fund(s) of your choice.



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

4. You can opt for add-on riders available under the policy.
5. On survival, the maturity benefit is paid to you. In the unfortunate event of death of the parent, the child (beneficiary) receives the Sum Assured, while the policy benefits continue.

Benefits in detail

➤ Death Benefit

In the unfortunate event of death of the parent (life assured) during the term of the policy, the benefits under the policy are as follows:

- Sum Assured would be paid out immediately.
- The policy benefits continue and the funds may be withdrawn for your child as and when required for educational needs.

➤ Maturity Benefit

You will be entitled to receive the Fund Value at the time of maturity. Alternatively, you can opt for the Settlement Options available, as detailed ahead. Maturity benefit would be paid even if the parent (Life Assured) dies during the term of the policy.

➤ Settlement Options

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 (Settlement period) post maturity¹. At any time during the settlement period, you can withdraw the remaining Fund Value.



➤ Money at key educational milestones

You can make partial withdrawals from your Fund Value at key educational milestones. Partial withdrawals will be allowed after completion of five policy years. You will be entitled to make one partial withdrawal in a policy year upto a maximum of 25% of the Fund Value, subject to a maximum of 5 withdrawals during the entire term of the policy. The minimum partial withdrawal amount is Rs. 2,000².

➤ Choice of investment Funds

We offer you a choice of 4 funds. You can choose to invest fully in any one fund or allocate your premiums into the various funds in a proportion that suits your investment needs.

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

➤ 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 Protection with Riders

You can further customize your policy with optional riders, to enjoy additional protection, as given below:

Riders	Benefit
Income Benefit Rider (IBR)	In the event of death, this rider pays out 10% of Rider Sum Assured to the beneficiary every year till the maturity of the policy
Accident and Disability Benefit Rider (ADBR)	In the event of death or disability due to an accident, the rider benefit amount would be paid.

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	96%
4 policy years	98%
5 policy years & above	100%

Policy at-a-glance

Minimum / Maximum Entry Age (Parent)	20 - 60 years
Minimum / Maximum Entry Age (Child)	0 - 15 years
Maximum Age at Maturity (Parent)	75 years
Maximum Age at Maturity (Child)	18 - 25 years
Minimum / Maximum Term	10 - 25 years
Minimum Premium	Rs.25,000 per annum
Sum Assured	5 times the Single Premium
Tax Benefits	Premium 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(10)D, 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:

Single Premium Amount	Premium Allocation charge
Rs. 25,000 - Rs. 49,999	8%
Rs. 50,000 - Rs. 99,999	6%
Rs. 1,00,000 - Rs. 4,99,999	4%
Rs. 5,00,000 and above	2%

Other Charges	Particulars										
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.20 per month*.										
Mortality charge	Mortality charges will be deducted every month, depending upon Sum Assured chosen*. Indicative charges per Rs. thousand Sum Assured for a healthy male life is shown below: <table border="1" data-bbox="321 634 1245 708"> <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 of various Funds, are as follows: <table border="1" data-bbox="321 768 1245 842"> <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.
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.							

* These charges will be deducted by cancellation of units

Terms and Conditions

1. 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 at least 3 months before the maturity of the policy. Death or Rider Benefit will not be available during the settlement period. In case of death during the settlement period, remaining Fund Value will be paid at once. During settlement period, the investment risk in the investment portfolio is borne by the policyholder.
2. The minimum Fund Value post withdrawal should be equal to at least

Rs.10,000, else the policy will be terminated and the balance Fund Value will be paid to the policyholder.

3. If the child dies before the life assured, the life assured may nominate another child or any other individual. This will have no effect on the benefit structure. The newly nominated individual will only be the beneficiary to receive these payments as and when they are payable. Alternatively, the policy may also be surrendered.
4. The term chosen at inception of the policy cannot be changed.
5. 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. Further, the policy would terminate and no future benefits would be payable.
6. 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.

7. If the Fund Value reaches Rs.10000, the policy will be terminated by paying applicable Surrender Value.
8. Freelook period: 15 days from the date on which you received the policy document.
9. 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 and switching 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 surrender charges.

- Mortality charges, premium allocation charges and surrender charges are guaranteed for the term of the policy.
- IBR and ADBR rider charges are guaranteed for the policy term.

➤ Risks of investment in the Units of the Funds

The Proposer / Life Assured should be aware that SmartKid New Unit-linked Single Premium is a Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIPs are subject to investment 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, SmartKid New Unit-linked Single Premium, 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

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

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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