

IN THIS POLICY, THE INVESTMENT RISK IN THE INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

ICICI Pru
SmartLife

A Unit Linked Non-Participating Individual Life Insurance Plan

Fulfill your financial goals and get the potential to create WEALTH for your FAMILY.



Protect your loved ones with Life Cover and Smart Benefit#.

ICICI PRUDENTIAL

L I F E I N S U R A N C E

#Under smart benefit, the company pays the future premiums on your behalf in the form of units on the due date, in case of an unfortunate event. Smart Benefit is valid for regular premium policies and applies only if all due premiums have been paid.

This is a unit linked non-participating individual life insurance plan. In this policy, the investment risk in investment portfolio is borne by the Policyholder. Unit linked Insurance products do not offer any liquidity during the first five years of the contract. The Policyholder will not be able to surrender/withdraw the monies invested in unit linked insurance products completely or partially till the end of the fifth year.

Taking care of your responsibilities towards your near and dear ones has always been one of your top most priorities. This means ensuring that your dreams for your family are not jeopardised if anything unfortunate happens to you – while also working on providing the best education to your children, ensuring that your parents are financially independent or securing the lifestyle of you and your spouse post your retirement. In order to fulfil these responsibilities, you need a solution which will enable you to protect your family with a life cover and save towards these goals.

With this objective in mind, we present ICICI Pru Smart Life – a savings and protection oriented Unit Linked Life Individual Plan. This plan offers you a life insurance cover to protect your family even in case of your unfortunate demise along with multiple choices on how to save so that you can accumulate funds towards your desired goals.

Key benefits of ICICI Pru Smart Life

- **Comprehensive protection to secure your goal:** In the unfortunate event of death of the Life Assured, the claimant receives
 - a. Lump sum payment of Sum Assured – to take care of any immediate liabilities on the family, and
 - b. Waiver of all future premiums payable under the policy. Units will continue to be allocated as if the premiums are being paid – to ensure that your savings for your desired goal continues uninterrupted.
- **Choice of portfolio strategies:** Select a portfolio strategy of your choice from,
 - a. **Fixed Portfolio Strategy:** Option to allocate your savings in the funds of your choice from a diverse suite of funds.
 - b. **LifeCycle based Portfolio Strategy 2:** A unique and personalized strategy to create an ideal balance between equity and debt, based on your age.
- **Flexibility of premium payment:** Pay premium just once, for limited period or for the entire policy term.
- **Liquidity:** Fund any intermediate financial need through Partial Withdrawals, any time after the completion of five policy years.
- **Loyalty benefits:** Get rewarded with Loyalty Additions and Wealth Boosters on staying with us over the long term
- **Choice of protection level:** Choose the level of protection that suits your needs.
- **Tax benefits** may be applicable on premiums paid and benefits received as per the prevailing tax laws

How does the Policy work?

- Decide your premium amount, premium payment term and the policy term
- Select the Sum Assured as per your protection needs
- Choose to save in one of the 2 available Portfolio Strategies
- On maturity of your policy, receive your maturity benefit as a lump sum or as a structured payout through settlement option to meet your financial goals
- In case of your unfortunate death during the policy term your nominee will receive the Lump Sum benefit. All future premiums will be waived and Units will be allocated as if the future due premiums are being received as per the premium payment term. The Nominee will receive the Fund Value, including Top up Fund value, if any, at the policy maturity date.

ICICI Pru Smart Life at a glance

► Regular Pay

Premium payment term	Same as Policy Term		
Minimum Premium	Regular Pay:		
	Age at Entry	Minimum Premium	
	20 – 49 years	₹ 45,000 p.a.	
	50 – 52 years	₹ 120,000 p.a.	
	53 – 54 years	₹ 500,000 p.a.	
Maximum Premium	Unlimited		
Premium payment modes	Annual, Half-yearly and Monthly		
Min/Max Policy term	10 years to 25 years		
Min/Max age at entry	20/54 years		
Min/ Max age at maturity	30/64 years		
Sum Assured	Age at entry	Maximum Sum Assured multiple	Min. Sum Assured
	20-25	30	7 X Annualised Premium
	26-30	25	
	31-35	15	
	36-40	15	
	41-44	15	7 X Annualised Premium
45-54	10		
Tax Benefits	Applicable Goods and Services Tax & cesses, if any will be charged extra by redemption of units, as per applicable rates. Premium and any benefit amount received under this policy will be eligible for tax benefit as per the prevailing Income Tax laws.		

► One Pay

Minimum Premium	Age at Entry	Sum Assured	Minimum Premium
	29– 35 years	10 times of Single Premium	₹ 1,25,000
	All other cases		₹ 48,000
Maximum Premium	Unlimited		
Policy term	10 years		
Min/Max age at entry	20/54 years		
Min/ Max age at maturity	30/64 years		
Sum Assured	Age at entry	Min. Sum Assured	Max. Sum Assured
	Less than and equal to 35 years	1.25 X Single Premium	10 times of Single Premium
	Above 35 years	1.25 X Single Premium	1.25 times of Single Premium
	Note: Sum Assured amounts in between the maximum and minimum limits are not available in Single Pay option		
Tax Benefits	Applicable Goods and Services Tax & cesses, if any will be charged extra by redemption of units, as per applicable rates. Premium and any benefit amount received under this policy will be eligible for tax benefit as per the prevailing Income Tax laws.		

► Limited Pay

Premium payment term	5 / 7 / 8 / 10 years				
Minimum Premium	₹45,000 p.a.				
Maximum Premium	Unlimited				
Premium payment modes	Annual, Half-yearly and Monthly				
Min/Max Policy term	5 Pay / 7 Pay / 8 Pay – 10 years to 25 years 10 Pay – 11 years to 25 years				
Min age at entry	20 years				
Max age at entry	PPT/PT	10	11-15	16-20	21-25
	5	45	43	41	36
	7	48	46	43	37
	8	49	46	43	37
10	NA	46	43	37	
Min/ Max age at maturity	30/64 years				
Sum Assured	Minimum: 7 X Annual Premium Maximum: Higher of (10 X Annual Premium) and (0.5 X Policy term X Annual Premium)				
Tax Benefits	Applicable Goods and Services Tax & cesses, if any will be charged extra by redemption of units, as per applicable rates. Premium and any benefit amount received under this policy will be eligible for tax benefit as per the prevailing Income Tax laws.				

- Please assess whether you can afford to pay your premiums until the end of the premium payment term selected before purchasing the policy.
- Please note that by opting for higher Sum Assured multiples your policy will be more protection oriented.

How will your money be saved?

With ICICI Pru Smart Life, you have the option to choose from two following portfolio strategies:

1. Fixed Portfolio Strategy
2. LifeCycle based Portfolio Strategy 2

► Fixed Portfolio Strategy

This strategy enables you to manage your savings actively. Under this strategy, you can choose to save your monies in any of the following fund options in proportions of your choice. You can switch monies amongst these funds using the switch option.

The details of the funds are given in the table below:

Fund Name and Its Objective	Asset Allocation	% (Min)	% (Max)	Risk-Reward Profile
Opportunities Fund: To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of companies operating in four important types of industries viz., Resources, Investment-related, Consumption-related and Human Capital leveraged industries. SFIN: ULIF 086 24/11/09 LOpport 105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
Multi Cap Growth Fund: To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of large, mid and small cap companies. SFIN: ULIF 085 24/11/09 LMCapGro 105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
Bluechip Fund: To provide long-term capital appreciation from equity portfolio predominantly invested in large cap stocks. SFIN: ULIF 087 24/11/09 LBluChip 105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
Maximiser V: To achieve long-term capital appreciation through investments primarily in equity and equity-related instruments of large and mid cap stocks. SFIN: ULIF 114 15/03/11 LMaximis5 105	Equity and Equity Related Securities	75%	100%	High
	Debt	0%	25%	
	Money Market and Cash	0%	25%	
Value Enhancer Fund: To achieve long-term capital appreciation through investments primarily in equity and equity-related instruments in sectors that are emerging or witnessing a inflection in growth trajectory. SFIN: ULIF 139 24/11/17 VEF 105	Equity and Equity Related Securities	85%	100%	High
	Debt	0%	15%	
	Money Market and Cash	0%	15%	
Multi Cap Balanced Fund: To achieve a balance between capital appreciation and stable returns by investing in a mix of equity and equity related instruments of large, mid & small cap companies and debt and debt related instruments. SFIN: ULIF 088 24/11/09 LMCapBal 105	Equity and Equity Related Securities	0%	60%	Moderate
	Debt	20%	70%	
	Money Market and Cash	0%	50%	
Secure Opportunities Fund: To provide accumulation of income through investment in various fixed income securities. The fund seeks to provide capital appreciation while maintaining a suitable balance between return, safety and liquidity. SFIN: ULIF 140 24/11/17 SOF 105	Debt	60%	100%	Low
	Money Market and Cash	0%	40%	
Income Fund: To provide accumulation of income through investment in various fixed income securities. The fund seeks to provide capital appreciation while maintaining a suitable balance between return, safety and liquidity. SFIN: ULIF 089 24/11/09 LIncome 105	Debt	40%	100%	Low
	Money Market and Cash	0%	60%	
Money Market Fund: To provide suitable returns through low risk investments in debt and money market instruments while attempting to protect the capital deployed in the fund. SFIN: ULIF 090 24/11/09 LMoneyMkt 105	Debt	0%	50%	Low
	Money Market and Cash	50%	100%	
Maximise India Fund: To offer long term wealth maximization by managing a diversified equity portfolio, predominantly comprising of companies in NIFTY 50 & NIFTY Junior indices. SFIN: ULIF 136 11/20/14 MIF 105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	

Fund Name and Its Objective	Asset Allocation	% (Min)	% (Max)	Risk-Reward Profile
Active Asset Allocation Balanced Fund: To provide capital appreciation by investing in a suitable mix of cash, debt and equities. The investment strategy will involve a flexible policy for allocating assets among equities, bonds and cash. SFIN: ULIF 138 15/02/17 AAABF 105	Equity and Equity Related Securities	30%	70%	Moderate
	Debt	30%	70%	
	Money Market and Cash	0%	40%	
Focus 50 Fund: To provide long-term capital appreciation from equity portfolio invested predominantly in top 50 stocks. SFIN: ULIF 142 04/02/19 FocusFifty 105	Equity and Equity Related Securities	90%	100%	High
	Debt	0%	10%	
	Money Market and Cash	0%	10%	
India Growth Fund: To generate superior long-term capital appreciation by investing at least 80% in a diversified portfolio of equity and equity related securities of companies whose growth is propelled by India's rising power in domestic consumption and services sectors such as Automobiles, Retail, Information Technology, Services and Energy. SFIN: ULIF 141 04/02/19 IndiaGrwth 105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
Balanced Advantage Fund: To generate superior long-term returns from a diversified portfolio of equity and debt securities. The equity allocation is to be changed dynamically based on market conditions and relative attractiveness versus other asset classes. SFIN: ULIF 144 03/06/21 BalanceAdv 105	Equity and Equity Related Securities	65%	90%	High
	Debt Instruments	10%	35%	
	Money Market and Cash	0%	35%	
Sustainable Equity Fund: To focus on investing in select companies from the investment universe, which conduct business in socially and environmentally responsible manner while maintaining governance standards. SFIN: ULIF 145 03/06/21 SustainEqu 105	Equity and Equity Related Securities	85%	100%	High
	Debt Instruments	0%	15%	
	Money Market and Cash	0%	15%	
Mid Cap Fund: To generate superior long term returns by investing in mid cap stocks, predominantly those forming part of the Midcap Index. SFIN: ULIF 146 28/06/22 MidCapFund 105	Equity and Equity Related Securities	85%	100%	High
	Debt Instruments	0%	15%	
	Money Market and Cash	0%	15%	

Within the Fixed Portfolio Strategy you also have the option to select **Automatic Transfer Strategy (ATS)**. If this is chosen, you can save all or some part of your savings in Money Market Fund or Income Fund and transfer a fixed amount in regular monthly instalments into any one of the following funds: Bluechip Fund, Maximiser V, Multi Cap Growth Fund, Maximise India Fund, Value Enhancer Fund, Focus 50 Fund, India Growth Fund, Opportunities Fund, Balanced Advantage Fund, Sustainable Equity Fund. or Mid Cap Fund . There would be no additional charges for ATS. The following conditions apply to ATS.

- The minimum transfer amount under ATS is ₹ 2,000.
- This transfer will be done in equal instalments in not more than 12 monthly instalments.
- ATS would be executed by redeeming the required number of units from Money Market Fund or Income Fund at the applicable unit value and allocating new units in any one of Bluechip Fund, Maximiser V, Multi Cap Growth Fund, Maximise India Fund, Value Enhancer Fund, Focus 50 Fund, India Growth Fund, Opportunities Fund , Balanced Advantage Fund , Sustainable Equity Fund or Mid Cap Fund at the applicable unit value.

- At inception, you can opt for a transfer date of either the first or fifteenth of every month. If the date is not mentioned the funds will be switched on the first day of every month. If the first or the fifteenth of the month is a non-valuation date, then the next working day's NAV would be applicable.
- Once selected, ATS will be renewed and will be regularly processed for the entire term of the policy or until the Company is notified, through a written communication, to discontinue the same.

LifeCycle based Portfolio Strategy 2

Your financial needs are not static and keep changing with your life stage. It is, therefore, necessary that your policy adapts to your changing needs. This need is fulfilled by the LifeCycle based Portfolio Strategy 2

➤ Key features of this strategy

• Age based portfolio management

At policy inception, your savings are distributed between two funds, Multi Cap Growth Fund and Income Fund, based on your age. As you move from one age band to another, your funds are re-distributed based on your age. The age wise portfolio distribution is shown in the table.

Asset allocation details at Policy inception and during the Policy term

Age of Policyholder (years)	Multi Cap Growth Fund	Income Fund
20 – 25	80%	20%
26 – 35	75%	25%
36 – 45	65%	35%
46 – 55	55%	45%
56 – 65	45%	55%

• Quarterly rebalancing

On a quarterly basis, units shall be rebalanced as necessary to achieve the above proportions of the Fund Value in the Multi Cap Growth Fund and Income Fund. The re-balancing of units shall be done on the last day of each policy quarter. The above proportions shall apply until the last ten quarters of the policy are remaining.

• Safety as you approach maturity

As your policy nears its maturity date, you need to ensure that short-term market volatility does not affect your accumulated savings. In order to achieve this, your savings in Multi Cap Growth Fund will be systematically transferred to Income Fund in ten instalments in the last ten quarters of your Policy.

The Policyholder can only have his funds in one of the Portfolio Strategies.

Benefits in detail

➤ **Death Benefit**

a. On death of the Life Assured while monies are not in the Discontinued Policy Fund (DP Fund), the Death Benefit payable will comprise of two parts:

- Lump Sum Benefit - A benefit paid out at the time of claim to take care of any immediate liabilities of the family.
- Smart Benefit - A deferred benefit that ensures that your savings for your desired goal continues uninterrupted.

The Lump Sum benefit is higher of the two amounts:

- Sum Assured
- Minimum Death Benefit

Minimum Death Benefit = 105% of the total premiums including Top-up premiums, if any received up to the date of death.

For the purpose of this product, Sum Assured is deemed to include the Top-up Sum Assured, if any.

b. On death of the Life Assured while monies are in the DP Fund, the Death Benefit will be the DP Fund Value. Thereafter this policy shall terminate and all rights, benefits and interests under this policy shall be extinguished.

➤ **Smart Benefit**

Secure your goal with Smart Benefit.

Under this benefit, following the date of death of the life assured, provided all due premiums have been paid, units equivalent to the instalment premium will be allocated by the Company on the subsequent premium due dates.

This benefit is not applicable for the One Pay option.

On death of the Life Assured, the following conditions apply:

- The Fund Value including Top up Fund Value, if any, will remain saved in the respective funds and portfolio strategies as on date of death of the Life Assured.
- Only the Fund Management Charge and Policy Administration Charge will be levied. Units will be allocated as if Premium Allocation Charges are being deducted. Life Insurance Cover will not apply and mortality charges will not be deducted.
- The policy cannot be surrendered. No policy alterations will be allowed. The Nominee will not be eligible for making partial withdrawals, paying top up premiums, performing switches, renewing Automatic Transfer Strategy (ATS), redirecting premium, effecting a change in portfolio strategy, opting for settlement option, increasing or decreasing premium payment term, increasing or decreasing Sum Assured, increasing or decreasing policy term.
- Loyalty Additions and Wealth Boosters, as described below will continue to be allocated to the Fund Value.

➤ Maturity Benefit

On maturity of the policy, you will receive the Fund Value including the Top-up Fund Value, if any. This is paid irrespective of the survival of the life assured till the maturity date.

You will have an option to receive the Maturity Benefit as a lump sum or as a structured payout using Settlement Option. This option is available only where the Life Assured and the Policyholder are the same and the Life Assured survives till the end of the policy term.

The following conditions are applicable on choosing settlement option:

- With this facility, you can opt to get payments on a yearly, half yearly, quarterly or monthly (through ECS) basis, over a period of one to five years, post maturity.
- At any time during the settlement period, you have the option to withdraw the entire Fund Value.
- During the settlement period, the investment risk in the investment portfolio is borne by you.
- Only the Fund Management Charge, switch charge and mortality charge, if any would be levied during the settlement period.
- No Loyalty Additions or Wealth Boosters will be added during this period.
- Rider cover shall cease on the date of maturity.
- You may avail facility of switches as per the terms and conditions of the policy. Partial withdrawal and CIPS will not be allowed during the settlement period.
- In the event of death of the Life Assured during the settlement period, Death Benefit payable to the nominee as lump sum will be:

Death Benefit during the settlement period = A or B whichever is highest

Where,

A = Fund Value including Top-up Fund Value, if any

B = 105% of total premiums paid

On payment of Death Benefit, the policy will terminate and all rights, benefits and interests under the policy will be extinguished.

- On payment of last instalment of the settlement option, the policy will terminate and all rights, benefits and interests under the policy will be extinguished.

➤ Loyalty Additions and Wealth Boosters

The company will allocate extra units as below.

Benefit	When	Percentage
Loyalty Additions	End of every policy year, starting from the end of the sixth policy year	0.25%
Additional Loyalty Additions	End of every policy year, starting from the end of the sixth policy year if the premium for that year has been paid	0.25%
Wealth Boosters	End of every fifth policy year, starting from the end of the tenth policy year	One Pay: 1.50% Limited Pay/Regular Pay: 3.25%

Loyalty Additions, Additional Loyalty Additions and Wealth Boosters will be equal to the above percentage of the average of the Fund Values on the last business day of the last eight policy quarters.

These units will be allocated among the funds in the same proportion as the value of total units held in each fund at the time of allocation.

Allocation of Loyalty Additions units, Additional Loyalty Additions units and Wealth Boosters units is guaranteed and shall not be revoked by the Company under any circumstances.

The above additions will not be added if your monies are in the DP Fund.

➤ Switch between funds:

You have the option to switch between the available funds as and when you choose depending on your financial priorities and savings outlook. Switching will be allowed provided the monies are not in the DP Fund. This feature is only available if you have all your funds in the Fixed Portfolio Strategy at the time of switching and minimum value of a switch is ₹ 2000. This feature is not available if your monies are saved in the LifeCycle based Portfolio Strategy 2.

➤ Top-up

You can save any surplus money as Top-up premium, over and above the base premium(s), into the policy.

The following conditions apply on Top-ups:

- The minimum Top-up premium is ₹ 2,000.
- Your Sum Assured will increase by Top-up Sum Assured when you avail of a Top-up. Limits on Top-up Sum Assured multiples are the same as those applicable for the One Pay premium payment option and are based on the age of the life assured at the time of paying the Top-up premium.
- Top-up premiums can be paid any time except during the last five years of the policy term, subject to underwriting, as long as all due premiums have been paid, provided the monies are not in the DP Fund.
- A lock-in period of five years would apply for each Top-up premium for the purpose of partial withdrawals only.
- At any point during the term of the policy, the total Top-up premiums paid cannot exceed the sum of base premium(s) paid till that time.
- The maximum number of top-ups allowed during the policy term is 99.

➤ **Change in Portfolio Strategy (CIPS)**

You can change your portfolio strategy once every policy year, provided the monies are not in DP Fund. This facility is provided free of cost. Any unutilized CIPS cannot be carried forward to the next policy year.

➤ **Premium Redirection**

This feature is applicable only if you have opted for the Fixed Portfolio Strategy and provided monies are not in DP Fund. If you have selected Fixed Portfolio Strategy, at policy inception you specify the funds and the proportion in which the premiums are to be saved in the funds. At the time of payment of subsequent premiums, the split may be changed without any charge. This will not count as a switch. This benefit is not applicable for the One Pay option.

➤ **Partial Withdrawal benefit**

Partial withdrawals are allowed after the completion of five policy years provided monies are not in DP Fund. You can make unlimited number of partial withdrawals as long as the total amount of partial withdrawals in a year does not exceed 20% of the Fund Value in a policy year. The partial withdrawals are free of cost.

The following conditions apply on partial withdrawals,

- Partial withdrawals are allowed only after the first five policy years.
- Only for the purpose of partial withdrawals, lock in period for Top-up premiums will be five years from date of payment or any such limit prescribed by IRDAI from time to time.
- Partial withdrawals will be made first from the Top-up Fund Value, as long as it supports the partial withdrawal, and then from the Fund Value built up from the base premium(s).
- Partial withdrawal will not be allowed if it results in termination of the policy^{T&C6}.

➤ **Decrease of Sum Assured:**

You can choose to decrease your Sum Assured at any policy anniversary during the policy term provided all due premiums till date have been paid, monies are not in the DP Fund.

- Decrease in Sum Assured will not change the premium payable under the policy.
- Decrease in Sum Assured is allowed up to the minimum allowed under the given policy.
- Such decreases would be allowed in multiples of ₹ 1,000, subject to limits.
- Once decreased, the Sum Assured cannot be increased.

➤ **Decrease in Policy Term:**

- You can choose to decrease your policy term by notifying the Company.
- Decrease in terms is allowed subject to the Policy terms allowed under the given policy.
- If Policy Term is amended, all future charges will reflect the updated Policy Term.
- Once decreased, the Policy Term cannot be increased.

➤ Non Forfeiture Benefits

- 1) **Surrender:** During the first five policy years, on receipt of intimation that you wish to surrender the policy, the Fund Value including Top-up Fund Value, if any, after deduction of applicable Discontinuance Charge, shall be transferred to the Discontinued Policy Fund (DP Fund). For treatment thereafter, please refer to the sections on Treatment of the policy while monies are in the DP Fund and policy revival. The proceeds of the discontinued policy shall be refunded only upon completion of the lock-in period.

If the policy is not revived, you or your nominee, as the case may be, will be entitled to receive an amount not less than the Fund Value including Top-up Fund Value, if any, which was transferred to the DP Fund, on the earlier of death and the expiry of the lock-in period. Currently the lock-in period is five years from date of commencement of policy.

On surrender after completion of the fifth policy year, you will be entitled to the Fund Value including Top-up Fund Value, if any.

- 2) **Premium Discontinuance:**

This section is applicable only for Limited Pay / Regular Pay policies

Date of Discontinuance of the policy is the date on which the Company receives intimation from the Policyholder about discontinuance of the policy or surrender of the policy, or on the expiry of the grace period, whichever is earlier.

- i. **Premium discontinuance during the first five policy years:**

In case of discontinuance of policy due to non-payment of premiums during the first five policy years, upon the expiry of grace period, the Fund Value including Top-up Fund Value, if any, shall be credited to the DP Fund after deduction of applicable discontinuance charges and the risk cover and rider cover, if any, shall cease. It will continue to remain in the DP fund till the policy is revived by paying due premiums.

We will communicate the status of the policy to you within three months of first unpaid premium providing you the option to revive the policy within the revival period. The revival period is three years from date of first unpaid premium.

- i. If you opt to revive but do not revive the policy during the revival period, the monies will remain in the DP fund till the end of the revival period or the lock in period, whichever is later, after which the monies will be paid out and thereafter the policy shall terminate and all rights, benefits and interests will stand extinguished.
- ii. If you do not exercise the option to revive the policy, the monies will remain in the DP fund and will be paid out at the end of lock-in period and thereafter the policy shall terminate and all rights, benefits and interests will stand extinguished.
- iii. However, you have an option to surrender the policy anytime and monies in the DP fund will be paid out at the end of lock-in period or date of surrender whichever is later.

- ii. **Premium discontinuance after the first five policy years:**

In case of discontinuance of policy due to non-payment of premium after the first five policy years, upon expiry of the grace period, the policy will be converted into a reduced paid-up policy with paid-up sum assured. The rider cover, if any, shall cease.

Reduced paid-up Sum Assured = Original Sum Assured X (Total number of premiums paid till the date of discontinuance/ Original number of premiums payable).

All charges as per terms and conditions of the policy shall be deducted during the revival period. However, the mortality charges shall be deducted based on the reduced paid up sum assured.

We will communicate the status of the policy to you within three months of first unpaid premium providing you the following options to exercise:

1. Revive the policy within the revival period of three years
2. Complete withdrawal of the policy

If you choose option 1 and do not revive the policy during the revival period, the Fund Value, including the Top-up Fund Value, if any, will be paid to you at the end of the revival period or maturity, whichever is earlier, and the policy shall terminate and all rights, benefits and interests will stand extinguished.

If you choose option 2, the policy will be surrendered and the Fund Value, including the Top-up Fund Value, if any, will be paid to you. On payment of surrender value, the policy shall terminate and all rights, benefits and interests will stand extinguished.

If you do not choose any of these options, the policy shall continue to be in reduced paid up status. At the end of the revival period or maturity, whichever is earlier, the Fund Value, including the Top-up Fund Value, if any, shall be paid to you and the policy shall terminate and all rights, benefits and interests will stand extinguished.

You will have an option to surrender the policy anytime. On surrender, the Fund Value, including the Top-up Fund Value, if any, shall be paid to you and the policy shall terminate and all rights, benefits and interests will stand extinguished.

► **Treatment of the policy while monies are in the DP Fund**

While monies are in the DP Fund:

- A Fund Management Charge of 0.50% p.a. of the DP Fund will be made. No other charges will apply.
- From the date monies enter the DP Fund till the date they leave the DP Fund, a minimum guaranteed interest rate declared by IRDAI from time to time will apply. The current minimum guaranteed interest rate applicable to the DP Fund is 4% p.a.
- A revival period of three years from the first unpaid premium applies.
- **Grace Period:** The grace period for payment of premium is 15 days for monthly mode of premium payment and 30 days for other modes of premium payment commencing from the premium due date. The life cover continues during grace period. In case of Death of Life Assured during the grace period, We will pay the applicable Death Benefit.

3) Policy revival

Revival will be based on the prevailing Board approved underwriting guidelines.

In case of revival of a discontinued - policy during the lock-in period we shall:

1. Collect from you, all due and unpaid premiums without charging any interest or fee,
2. Levy policy administration charge and premium allocation charges as applicable during the discontinuance period. No other charges shall be levied,
3. Shall add back to the fund, the discontinuance charges deducted, if any, at the time of discontinuance of the policy

In case of revival of a discontinued policy after lock-in period, We shall:

1. Collect from you, all due and unpaid premiums under base plan without charging any interest or fee. You will also have an option to revive the rider.
2. Levy premium allocation charges as applicable during the discontinuance period.
3. No other charges shall be levied.

For the purpose of revival the following conditions are applicable:

- a. You, at his or her own expense, furnishes satisfactory evidence of health of the Life Assured, as required by the Company;
- b. Revival will be based on the prevailing Board approved underwriting policy.
- c. Revival of the policy may be on terms different from those applicable to the policy before the premiums were discontinued; Monies will be invested in the segregated fund(s) chosen by you at the NAV as on the date of such revival. On revival, the policy will continue with benefits and charges, as per the terms and conditions of the policy. Mortality charges shall be deducted as per Section 8.5. Revival will take effect only on it being specifically communicated by us to you. Any change in revival conditions will be subject to approval from IRDA of India.

How will ICICI Pru Smart Life help you achieve your financial goals?

➤ **Let's understand how ICICI Pru Smart Life can help you becoming a Smart Parent**

Raj is working as a manager in an MNC and is the sole earning member of the family. He is a proud father and wants to provide the best education to his 1 year old daughter, Rita. He wants to accumulate ₹ 15 Lakh in the next 20 years for Rita's higher education.

Being a Smart Parent he saves in ICICI Pru Smart Life. By regularly saving in this policy, he will be able to accumulate an education corpus for Rita by the time she turns 21.

Unfortunately, a few months later a road accident claims Raj's life. On Raj's death, the company pays a lump sum amount which takes care of his family's immediate needs. The Company also pays all 19 future premium instalments towards his policy. At the end of the policy term, Rita gets the fund she needs for her higher education. Even in Raj's absence, his dream for his daughter becomes a reality!

➤ **Let's understand how ICICI Pru Smart Life can help you becoming a Smart Spouse**

Kishor, 45, is working as a lecturer in a business school. He has a wife and 5 year old son. Kishor wants to set aside some money from his salary every month, so that he can build up an adequate corpus for his post-retirement years. He purchases an ICICI Pru Smart Life policy with a 15 year term so that he receives a lump-sum at the time of retiring at age 60.

Unfortunately, Kishor dies from a heart attack a few years later. His ICICI Pru Smart Life policy provides his wife with a lump sum death benefit which helps her take care of the family's immediate needs. In Kishor's absence, the company pays all the future premiums. At the end of 15 years, his wife receives the retirement corpus, just as Kishor had planned.

➤ **Let's understand how ICICI Pru Smart Life can help you becoming a Smart Daughter / Smart Son**

Sarita is working as a senior manager in a private bank. She takes care of her dependent parents. Being aware of the uncertainties of life she wants to plan for their well-being. She buys ICICI Pru Smart Life to create a fund for her parents and to ensure that they can be financially independent.

Unfortunately, 5 years later Sarita dies from an accident. Although her absence will always be felt, with ICICI Pru Smart Life her parents' financial independence is secured. Her parents receive a lump sum death benefit which takes care of the day to day needs. In addition, the company pays the future premiums and they also receive the maturity benefit at the end of the policy term.

Illustration

Premium payment option: Regular

Premium payment mode: Annual

Amount of instalment premium: ₹ 50,000

Sum Assured: ₹ 5,00,000

Age at entry: 35 years

Policy term: 15 years

Total Premiums Paid: ₹ 7,50,000

Assumed investment returns	Non-guaranteed	
	4% p.a.	8 % p.a.
Fund Value at Maturity including Loyalty Additions and Wealth Boosters	₹ 8,53,629	₹ 11,93,782

The above illustration for a healthy male life with 100% of his investments in Maximiser V. The above is an illustrative maturity value, net of all charges, Goods & Services Tax and Cess (if any) will be charged extra as per prevailing rates. Tax laws are subject to amendments from time to time. Since your policy offers variable returns, the given illustration shows two different rates of assumed future investment returns. The returns shown in the benefit illustration are not guaranteed and they are not the upper or lower limits of what you might get back, as the value of your policy depends on a number of factors including future investment performance.

Benefits of staying for the long term

Lower reduction in yield

The longer you stay in your ICICI Pru Smart Life policy the better can be the expected returns. The table below shows the Reduction in Yield (RIY) at 8% investment return for the example mentioned above. The lower the RIY, the better it is for you.

At the end of Year	RIY stipulated by IRDAI [#]	RIY in ICICI Pru Smart Life - Regular Pay, at assumed investment return of 8% p.a.
5	4.00%	3.95%
10	3.00%	1.69%
15	2.25%	1.11%
20	2.25%	0.85%

The RIY has been calculated after applying all the charges (except goods and services tax, cesses, if any, and mortality charges) and annual premium of ₹ 50,000 p.a.

[#]RIY stipulated is as per IRDAI (Unit Linked Insurance Products) Regulation, 2019.

Charges under the Policy

► Premium Allocation Charge

Premium Allocation Charge depends on the premium payment option and the premium payment mode chosen. It is deducted from the premium amount at the time of premium payment and units are allocated in the chosen funds thereafter. This charge is expressed as a percentage of premium.

- One Pay - 3%

A discount of 0.5% in the premium allocation charge is given to customers who buy directly from the Company's website.

- Limited/Regular Pay:

Premium payment mode/ Annual Premium (₹)	Year 1	Year 2	Year 3	Year 4 to 5	Year 6 onwards
Annual	6%	5 %	4%	4%	2%
Half-yearly / Monthly	4%	4 %	3.5%	3%	2%

A discount of 1% in the premium allocation charge in Year 1 is given to customers who buy directly from the Company's website.

All Top-up premiums are subject to an allocation charge of 2%.

► Fund Management Charge (FMC)

The following fund management charges will be applicable and will be adjusted from the NAV on a daily basis. This charge will be a percentage of the Fund Value.

Fund	FMC p.a.
Maximiser V	1.35%
Opportunities Fund	1.35%
Multi Cap Growth Fund	1.35%
Bluechip Fund	1.35%
Active Asset Allocation Balanced Fund	1.35%
Maximise India Fund	1.35%
Value Enhancer Fund	1.35%
India Growth Fund	1.35%
Focus 50 Fund	1.35%

Fund	FMC p.a.
Multi Cap Balanced Fund	1.35%
Secure Opportunities Fund	1.35%
Income Fund	1.35%
Money Market Fund	0.75%
Balanced Advantage Fund	1.35%
Sustainable Equity Fund	1.35%
Mid Cap Fund	1.35%
Discontinued Policy Fund	0.50%

► Policy Administration Charge

The policy administration charge will be levied every month by redemption of units, subject to a maximum of ₹ 500 per month (₹ 6,000 p.a.). The policy administration charge will be as set out below:

One Pay: ₹ 60 p.m. (₹ 720 p.a.) for the first five policy years

Limited/Regular Pay: 0.21% p.m. (2.52% p.a.) of Annual Premium, for the entire policy term

➤ Mortality Charges

Mortality charge will be calculated based on the Sum at Risk described below

Sum At Risk = Lump Sum Benefit + Factor A* Annual Premium

Outstanding PPT (years)	Factor A for annual premium payment mode	Outstanding PPT (years)	Factor A for annual premium payment mode
1	0	14	10.19
2	0.99	15	10.78
3	1.93	16	11.34
4	2.84	17	11.89
5	3.71	18	12.41
6	4.54	19	12.92
7	5.35	20	13.4
8	6.13	21	13.86
9	6.87	22	14.31
10	7.59	23	14.74
11	8.28	24	15.16
12	8.94	25	15.55
13	9.58	-	-

For non-annual premium payment mode Factor A, as given above, is increased by adding 0.5 to the applicable annual factor

Indicative annual charges per thousand life cover for a healthy male and female life at a Sum Assured of ₹ 10 lakh are as shown below:

Age (yrs)	30	40	50	60
Male (₹)	1.80	3.12	6.93	17.45
Female (₹)	1.73	2.78	6.11	13.35

Mortality charges will be deducted on a monthly basis by redemption of units.

The Smart Benefit charges and mortality charges will not be deducted after the commencement of Smart benefit.

➤ Discontinuance Charges

For One Pay policies:

Where the policy is discontinued in the policy year	Discontinuance Charges	
	Single premium ≤ ₹3,00,000	Single premium > ₹3,00,000
1	Lower of 2% of (SP or FV), subject to a maximum of ₹3,000	Lower of 1% of (SP or FV), subject to a maximum of ₹6,000
2	Lower of 1.5% of (SP or FV), subject to a maximum of ₹2,000	Lower of 0.70% of (SP or FV), subject to a maximum of ₹5,000
3	Lower of 1% of (SP or FV), subject to a maximum of ₹1,500	Lower of 0.50% of (SP or FV), subject to a maximum of ₹4,000
4	Lower of 0.50% of (SP or FV), subject to a maximum of ₹1,000	Lower of 0.35% of (SP or FV), subject to a maximum of ₹2,000
5 and onwards	NIL	NIL

Limited/Regular Pay policies:

Where the policy is discontinued in the policy year	Discontinuance Charges	
	Annual premium \leq ₹50,000	Annual premium $>$ ₹50,000
1	Lower of 20% of (AP or FV), subject to a maximum of ₹3,000	Lower of 6% of (AP or FV), subject to a maximum of ₹6,000
2	Lower of 15% of (AP or FV), subject to a maximum of ₹2,000	Lower of 4% of (AP or FV), subject to a maximum of ₹5,000
3	Lower of 10% of (AP or FV), subject to a maximum of ₹1,500	Lower of 3% of (AP or FV), subject to a maximum of ₹4,000
4	Lower of 5% of (AP or FV), subject to a maximum of ₹1,000	Lower of 2% of (AP or FV), subject to a maximum of ₹2,000
5 and onwards	NIL	NIL

AP: Annualised premium; SP: Single Premium

FV: Fund Value excluding Top-up Fund Value, if any, on the Date of Discontinuance

No Discontinuance change is applicable for To-up premiums.

Terms and Conditions

- Freelook period** If you are not satisfied with the terms and conditions of this policy, please return the Policy Document to the Company with reasons for cancellation within

 - 15 days from the date you received it, if your policy is not purchased through Distance marketing*
 - 30 days from the date you received it, if your policy is an electronic policy or is purchased through Distance Marketing*

On cancellation of the policy during the free look period, you shall be entitled to an amount which shall be equal to non-allocated premium plus charges levied by cancellation of units plus Fund Value at the date of cancellation less proportionate risk premium for the period of cover, stamp duty expenses paid under the policy and expenses borne by the Company on medical examination, if any in accordance with the IRDAI (Protection Of Policyholders' Interests) Regulations 2017.

Thereafter this policy shall terminate and all rights, benefits and interests under this policy shall be extinguished.

*Distance marketing includes every activity of solicitation (including lead generation) and sale of insurance products through the following modes: (i) Voice mode, which includes telephone-calling (ii) Short Messaging service (SMS) (iii) Electronic mode which includes e-mail, internet and interactive television (DTH) (iv) Physical mode which includes direct postal mail and newspaper & magazine inserts and (v) Solicitation through any means of communication other than in person.
- Tax benefits** under the policy may be available as per prevailing Tax laws. Tax benefits under the policy are subject to conditions under provisions of the Income Tax Act, 1961. Goods and Services Tax and Cesses, if any, will be charged extra as per prevailing rates. Tax laws are subject to amendments made thereto from time to time. Please consult your tax advisor for more details.
- Increase or decrease in premium is not allowed.
- The Company will not provide loans under this policy.
- Suicide Clause:** If the Life Assured, whether sane or insane, commits suicide within 12 months from the date of commencement of the policy or from the date of policy revival, only the Fund Value, including Top- up Fund Value, if any, as available on the date of intimation of death, would be payable to the Claimant. Any charges other than Fund Management Charges and guarantee charges, if any, recovered subsequent to the date of death shall be added back to the fund value as available on the date of intimation of death.
- Foreclosure of the policy:** A policy will foreclose if the Fund Value becomes nil, except if any of the following conditions are true.

 - Five policy years have not elapsed since the inception of the contract.

- b. If all due premiums have been paid and no premiums are due as on the date of foreclosure.

Once the policy forecloses, it will terminate and all rights, benefits and interests under the policy shall be extinguished.

7. **Unit Pricing:** The NAV for different Segregated Funds shall be declared on a daily basis except on days on which the Banks or Exchange are closed or on account of political or economic 'Force Majeure' conditions or if permitted by IRDAI.

The NAV of each Segregated Fund shall be computed as set out below or by any other method as may be prescribed by regulation:

[Market Value of investment held by the fund plus Value of Current Assets less Value of Current Liabilities and provisions]
Divided by,
Number of units existing under the Fund at valuation date, before any new units are created or redeemed

8. Assets are valued daily on a mark to market basis.
9. If premiums for the second year onwards are received by outstation cheques, the NAV of the clearance date or due date, whichever is later, will be allocated.
10. Transaction requests (including renewal premiums by way of local cheques, demand draft, switches, etc.) received before the cut-off time will be allocated the same day's NAV and those received after the cut-off time will be allocated the next day's NAV. The cut-off time will be as per IRDAI guidelines from time to time, which is currently 3:00 p.m. For all new business applications received on the last day of the financial year, the NAV of that day would be applicable, irrespective of the cut-off time.
- If an NAV is not declared transactions will not be deferred till the NAV is declared.
11. All renewal premiums received in advance will be allocated units at the NAV prevailing on the date on which such premiums become due. However, the status of the premium received in advance shall be communicated to the Policyholder.
12. The product is available for sale through online mode.

13. **Nomination Requirements:** Nomination in the Policy will be governed by Section 39 of the Insurance Act, 1938, as amended from time to time. For more details on this section, please refer to our website.

14. **Assignment requirements:** Assignment in the policy will be governed by Section 38 of the Insurance Act, 1938, as amended from time to time. For more details on this section, please refer to our website.

15. **Section 41:** In accordance with the Section 41 of the Insurance Act, 1938, as amended from time to time, no person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take or renew or continue an insurance in respect of any kind of risk relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy, nor shall any person taking out or renewing or continuing a policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer.

Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to ten lakh rupees.

16. **Section 45:** 1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three years from the date of the policy, i.e., from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later. 2) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground of fraud: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision is based. 3) Notwithstanding anything contained in sub-section (2), no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that there was no deliberate intention to suppress the fact or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer: Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the policyholder is not alive. 4) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground that any

statement of or suppression of a fact material to the expectancy of the life of the insured was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision to repudiate the policy of life insurance is based: Provided further that in case of repudiation of the policy on the ground of misstatement or suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to the insured or the legal representatives or nominees or assignees of the insured within a period of ninety days from the date of such repudiation. 5) Nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the Life Insured was incorrectly stated in the proposal.

17. For further details, refer to the Policy Document and detailed benefit illustration.

18. Force Majeure:

a. The Company shall value the Funds (SFIN) on each day for which the financial markets are open. However, the Company may value the SFIN less frequently in extreme circumstances external to the Company i.e. in force majeure events, where the value of the assets is too uncertain. In such circumstances, the Company may defer the valuation of assets for up to 30 days until the Company is certain that the valuation of SFIN can be resumed.

b. The Company shall inform IRDAI of such deferment in the valuation of assets. During the continuance of the force majeure events, all request for servicing the policy including policy related payment shall be kept in abeyance.

c. The Company shall continue to invest as per the fund mandates submitted with IRDAI. However, the Company shall reserve its right to change the exposure of all or any part of the Fund to Money Market Instruments [as defined under Regulations 2(j) of IRDAI (Investment) Regulations, 2016] in circumstances mentioned under points (a and b) above. The exposure of the fund as per the fund mandates submitted with the IRDAI shall be reinstated within reasonable timelines once the force majeure situation ends.

d. Few examples of circumstances as mentioned [in point 3 (a & b) above] are:

i. when one or more stock exchanges which provide a basis for

valuation of the assets of the fund are closed otherwise than for ordinary holidays.

ii. when, as a result of political, economic, monetary or any circumstances which are not in the control of the Company, the disposal of the assets of the fund would be detrimental to the interests of the continuing Policyholders.

iii. in the event of natural calamities, strikes, war, civil unrest, riots and bandhs.

iv. in the event of any force majeure or disaster that affects the normal functioning of the Company.

e. In such an event, an intimation of such force majeure event shall be uploaded on the Company's website for information.

19. The Company does not express itself upon the validity or accepts any responsibility on the assignment or nomination in recording the assignment or registering the nomination or change in nomination.

Revision of Charges

The Company reserves the right to revise the following charges at any time during the term of the policy. Any revision will apply with prospective effect, subject to prior approval from IRDAI and if so permitted by the then prevailing rules, after giving a written notice to the Policyholders. The following limits are applicable:

- Fund Management Charge may be increased up to the maximum allowable limit as per regulations, which is 1.35% p.a.
- Policy Administration Charge may be increased to a maximum of 5% p.a., subject to the maximum permitted by IRDAI, which is ₹ 6000 p.a.
- Switching charge may be increased to a maximum of ₹ 200 per switch.

Any Policyholder who does not agree with an increase, shall be allowed to cancel the units in the policy at the then prevailing Net Asset Value and terminate the policy.

The Premium Allocation Charges, Discontinuance Charges and Mortality Charges and Benefit Charges are guaranteed for the term of the policy.

Risks of investment in the Units of the Funds

The life assured should be aware that the investment in the units is subject to the following risks:

- ICICI Pru Smart Life is a Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIPs are subject to investment risks.
- ICICI Prudential Life Insurance Company Limited, ICICI Pru Smart Life, Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Maximiser V Fund, Value Enhancer Fund, India Growth Fund, Focus 50 Fund, Multi Cap Balanced Fund, Active Asset Allocation Balanced Fund, Secure Opportunities Fund, Income Fund, Maximise India Fund, Money Market Fund, Balanced Advantage Fund, Sustainable Equity Fund and Mid Cap Fund are only names of the Company, policy and funds respectively and do not in any way indicate the quality of the policy, the funds or their future prospects or returns.
- The investments in the funds are subject to market and other risks and there can be no assurance that the objectives of the funds will be achieved.
- The premiums paid in unit linked insurance policies are subject to investment risks associated with capital markets and debt markets and the NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market and the insured is responsible for his/her decisions.
- The past performance of other funds of the Company is not necessarily indicative of the future performance of these funds.
- The funds, except the DP Fund, do not offer a guaranteed or assured return.
- For further details, refer to the Policy Document and detailed benefit illustration.

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company Limited is a joint venture between ICICI Bank Limited and Prudential Corporation Holdings Limited, a part of the Prudential group. ICICI Prudential began its operations in Fiscal 2001 after receiving approval from Insurance Regulatory Development Authority of India (IRDAI) in November 2000.

ICICI Prudential Life Insurance has maintained its focus on offering a wide range of savings and protection products that meet the different life stage requirements of customers.



For more information:

Customers calling from any where in India, please dial **1860 266 7766**

Do not prefix this number with "+" or "91" or "00" (local charges apply)

Call Centre Timings: 10.00 am to 7.00 pm

Monday to Saturday, except National Holidays.

To know more, please visit www.iciciprulife.com

ICICI Prudential Life Insurance Company Limited. IRDAI Regn. No. 105. CIN: L66010MH2000PLC127837.

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BEWARE OF SUSPICIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums.

Public receiving such phone calls are requested to lodge a police complaint.