



ICICI Prudential Life eases claims settlement for families affected by Cyclone Hudhud

Key initiatives to ease claims settlement process:

Claims will be settled with only three basic documents:

- Written intimation from the claimant
- List issued by hospitals / police / armed forces will be accepted in case a municipal death certificate is not available
- Photo identity of the claimant
- 24x7 ClaimCare helpline no. 1860-266-7766
- Claimants can write to lifeline@iciciprulife.com or visit the nearest branch to initiate the claims process

Mumbai, 17 October 2014: ICICI Prudential Life Insurance expresses solidarity with the families affected by cyclone Hudhud and has simplified the claims settlement process. Given the difficult conditions in the affected areas and the need to extend support at this difficult hour, the Company has put in place a mechanism to initiate the acceptance and settlement of genuine claims on the basis of only three documents; which include a death certificate issued by the hospital/armed forces or police, a written claim intimation and the photo identity of the claimant or nominee.

The Company has a dedicated 24x7 Claimcare helpline no. 1860-266-7766 to assist claimants with information on making claims. The Company adopts an approach of 'first time right', wherein the nominee or claimant is provided with all information on documents required for the hassle free settlement of claims.

Kalpana Sampat, Chief - Customer Service & Operations, ICICI Prudential Life Insurance, said, "We extend our heartfelt sympathies to the families of the victims of this natural calamity. While the void left by the loss of life is difficult to fill, we have eased the documentation requirement to settle death claims at the earliest. The idea is facilitate the quick settlement of claims which can provide the much needed financial support to the claimants or nominees so that they can be on their feet soon."