



Digital servicing options for ICICI Prudential Life Insurance customers

**~ Access the digital platform from the safety of your homes ~
~ Claims settlement process remains unchanged ~**

Mumbai, March 21, 2020: In line with directives from Authorities as part of the ongoing efforts to contain the spread of COVID-19, the Company's offices are operational but with limited staff. We are cognizant of the needs of our customers to be able to access information on their policies and place service requests. The digital platform of the Company empowers customers to conduct self-help transactions.

Customer Service:

The Company urges customers to avoid unnecessary travel and use the Company's digital platform from the safety of their homes. Customers can place service requests through WhatsApp (+91 99206 67766), Website (www.iciciprulife.com), Chatbot LiGo (on our website), Mobile App – 'ICICI Prudential Life' (available on the Google play store and iOS App store), email (lifeline@iciciprulife.com) and Call Centre (1860-266-7766).

The fully equipped digital platform of the Company provides customers with 24x7 access to information on their policies. Apart from policy related information, customers can update their details such as contact information, nominee, etc. They can conduct transactions such as paying renewal premiums, setting or changing standing instructions, fund switch etc. from the comfort of their homes. Statements such as tax certificates, renewal receipts are available at the click of a button. Customers can also upload documents or ascertain the status of their applications or requests on the digital platforms. Annuity customers can digitally verify their existence and continue to get their annuities into their accounts.

Claims Settlement:

The claim settlement process remains unaffected. Claimants can access the above mentioned digital channels to lodge death and/or health claims. The status on the claims too can be accessed digitally.

Death claims that qualify to be settled under the Claim For Sure initiative will be settled in one day after receipt of all mandatory documents.

For claimants the Call Centre (1860-266-7766) is accessible 24x7.



About ICICI Prudential Life Insurance

ICICI Prudential Life is promoted by ICICI Bank Ltd. and Prudential Corporation Holdings Ltd., headquartered in United Kingdom. The Company began operations in fiscal 2001 and has consistently been amongst the top private sector life insurance companies in India on a Retail Weighted Received Premium (RWRP) basis.

The Company offers an array of products in the Protection and Savings category which match the different life stage requirements of customers, enabling them to provide a financial safety net to their families as well as achieve their long term financial goals. The digital platform of the Company provides a paperless on-boarding experience to customers, empowers them to conduct an assortment of self-service transactions, provides a convenient route to make digital payments for purchasing and making renewal premium payments, facilitates a hassle free claims settlement process etc. For FY2019, the Company had a claims settlement ratio of 98.6%, took approximately 2.34 days to settle genuine claims and 99% of claims were settled electronically.

ICICI Prudential Life is the first private life insurance company to cross the ₹1 trillion mark for Assets under Management (AUM). At December 31, 2019, the Company had an AUM of ₹1719.53 billion and a Total Sum Assured of approx. ₹13.60 trillion. ICICI Prudential Life is listed on both National Stock Exchange (NSE) and The Bombay Stock Exchange (BSE).

For further press queries email us on corporatecommunications@iciciprulife.com.