

ICICI Prudential Life Insurance launches new Multimedia Brand Campaign

~ Positions iProtect Smart as the ultimate term life cover plan ~

Mumbai, February 28, 2018: ICICI Prudential Life Insurance has launched a new multimedia brand campaign to highlight the superiority of its top-selling term plan — **iProtect Smart**. The campaign highlights the fact that the product not only offers life cover that secures one's family but also gives an option to cover oneself from 34 critical illnesses; thus making it an ultimate protection plan.

The campaign, which comprises a TV commercial as well as digital, cinema, outdoor media and others, will showcase about how iProtect Smart, a term life cover plan also offers a living benefit for the policyholder – a 34 Critical Illness Cover which provides the claim amount upfront on detection without any bills or hospitalization.

Product Summary

- Comprehensive protection plan offering cover against Death, Critical illness, Accident and Disability
- Premium for critical illness cover is guaranteed to remain the same throughout the term of the policy
- Affordable pricing
- It is targeted at individuals from 25 years to 50 years of age

ICICI Prudential Life has partnered with noted actress Konkona Sen Sharma to take the key campaign message – a term life cover plan that protects both you and your family - to our TG. She will be seen communicating the product superiority and value proposition to help consumers understand why iProtect Smart is the right insurance product for their financial security needs.

ICICI Prudential Life Insurance Executive Director Puneet Nanda said, *"iProtect Smart is a unique term plan that strikes the right balance between health and protection in one policy - life cover for family's security and also an option to cover oneself against 34 Critical Illnesses, thus making it a must have protection plan. We, at ICICI Prudential Life, have always believed in offering unique products that help to secure the lives of the policyholders and their dependents in every way."*

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company Ltd. (ICICI Prudential Life) is a joint venture between ICICI Bank Ltd. and Prudential Corporation Holdings Limited which is a part of an international financial services group headquartered in United Kingdom. ICICI Prudential Life was amongst the first private sector insurance companies to begin operations in December 2000. The Company has maintained its leadership position, on a retail weighted received premium basis (RWRP) among private life insurers. The Company offers products across the categories of Protection, Savings and Investments that fulfill the different life stage needs of customers. ICICI Prudential Life is the first private life insurance company to cross the ₹1 trillion mark for assets under management (AUM) and as on December 31, 2017 had an AUM of ₹1,383.04 billion. ICICI Prudential Life is listed on both, National Stock Exchange (NSE) and The Bombay Stock Exchange (BSE).