

Annexure I Results of Financial Projections

Profit Testing Assumptions

Base Scenario

	5 years	7 years	10 years
Mortality	LIC 94-96 rated up by 3 years		
Valuation rate	7.35%	7.60%	7.85%
Pricing rate	7.85%	8.10%	8.35%
Investment return	8.25%	8.50%	8.75%
Lapse I year	Nil	Nil	Nil
Lapse II & III year	2.50%	2.50%	2.50%
Lapse subsequent years	1.00%	1.00%	1.00%
Inflation	4.50%	4.50%	4.50%
Initial Expense	760	760	760
Renewal Expense	100	100	100
Commission	1.00%	1.50%	2.00%
Other initial expenses as % of premium	0.25%	0.50%	0.50%
Percentage of people opting for cash value on death	80.00%	80.00%	80.00%

*1.5
1.00%
1.00%*

Sample Profit Test Cash Flows and Profiles
Revenue Account for a male, aged 50 at entry, five year term, single premium 50000

Description Name	Total Premium In	Office Taxable Income	Office Non-Death Benefit Surrender	Benefit Maturity	Benefit	Total Gross Expense	Life Fund Tax	Gross Transfer Profit before Solv Margin and Reass
May-01	PREM_INC	O_TAXBL_INC	O_UNCHG_DEATH_OUT	SURR_OUTG_MAT_OUTGO	TOT_EXP	INC_MATH_RES	LIFE_FUND_TAX	GROSS_TRAI_PROFIT
2002	50000	4002.48	0	290.77	0	760	52272.25	6.94
2003	0	4248.22	0	365.27	1216.54	0	1950.97	77.9
2004	0	4442.77	0	416.06	1261.56	0	1990.13	85.33
2005	0	4670.71	0	476.2	523.01	0	2921.79	81.85
2006	0	4941.41	0	547.03	550.01	0	3031.85	89.5
2007	0	0	0	0	62166.99	0	-62166.99	0

Revenue Account for a male, aged 50 at entry, seven years term, single premium 50,000

Description Name	Premium Income	Office Taxable Income	Office Non-Death Benefit Surrender	Benefit Maturity	Benefit	Total Gross Expense	Life Fund Tax	Gross Transfer Profit before Solv Margin and Reass
May-01	PREM_INC	O_TAXBL_INC	O_UNCHG_DEATH_OUT	SURR_OUTG_MAT_OUTGO	TOT_EXP	INC_MATH_RES	LIFE_FUND_TAX	GROSS_TRAI_PROFIT
2002	50000	4100.45	0	288.15	0	760	52578.58	-67.1
2003	0	4365.91	0	362.98	1225.24	0	2091.05	74.22
2004	0	4579.03	0	414.29	1273.58	0	2140.61	82.21
2005	0	4827.95	0	475.17	529.25	0	3094.66	79.19
2006	0	5122.72	0	547.01	557.89	0	3221.25	87.46
2007	0	5429.65	0	617.8	587.72	0	3357.95	95.97
2008	0	5748.92	0	706.19	618.76	0	3486.26	104.73
2009	0	0	0	0	69970.37	0	-69970.37	205

Revenue Account for a male, aged 57 at entry, ten years term, single premium 200,000

Description Name	Premium Income	Office Taxable Income	Office Non-Death Benefit Surrender	Benefit Maturity	Benefit	Total Gross Expense	Life Fund Tax	Gross Transfer Profit before Solv Margin and Reass
May-01	PREM_INC	O_TAXBL_INC	O_UNCHG_DEATH_OUT	SURR_OUTG_MAT_OUTGO	TOT_EXP	INC_MATH_RES	LIFE_FUND_TAX	GROSS_TRAI_PROFIT
2002	50000	4212.11	0	285.99	0	760	53300.31	-176.48
2003	0	4500.76	0	361.18	1243.67	0	2251.59	68.83
2004	0	4735.43	0	413.08	1293.82	0	2312.92	77.5
2005	0	5008.82	0	474.78	539.78	0	3298.18	75.01
2006	0	5331.75	0	547.63	570.35	0	3443.69	84.08
2007	0	5669.1	0	619.93	602.3	0	3600.6	93.44
2008	0	6021.17	0	710.14	635.63	0	3750.07	103.15
2009	0	6387.25	0	820.59	670.28	0	3889.46	113.2
2010	0	6766.42	0	953.93	706.13	0	4015.9	123.5
2011	0	7157.44	0	1112.42	743.05	0	4126.36	134.01
2012	0	0	0	0	83989.07	0	-83989.07	0

**Profitability
Base Case**

Discounted present value of future profits at 17%, expressed as a percentage of the first year premium.

Note: The profit figures shown below are the total of Shareholder's profit and Lifefund profit.

Age	SP 250000			SP 500000			SP 2000000			2000000		
	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10
20	2.19%	2.39%	2.28%	2.29%	2.35%	2.32%	2.20%	2.40%	2.37%	0.52%	1.69%	1.62%
45	2.11%	2.28%	2.13%	2.21%	2.23%	2.15%	2.12%	2.28%	2.20%	0.49%	1.63%	1.55%
50	2.17%	2.35%	2.21%	2.26%	2.30%	2.24%	2.17%	2.35%	2.28%	0.51%	1.66%	1.56%
57	2.15%	2.32%	2.16%	2.24%	2.25%	2.17%	2.14%	2.30%	2.20%	0.51%	1.64%	1.50%
60	2.05%	2.19%	N.A.	2.14%	2.12%	N.A.	2.04%	2.15%	N.A.	0.48%	1.56%	N.A.
62	1.97%	N.A.	N.A.	2.05%	N.A.	N.A.	1.95%	N.A.	N.A.	0.45%	1.50%	N.A.

Age	25000			50000			200000		
	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10
20	0.52%	1.67%	1.70%	0.55%	1.74%	1.68%	0.66%	1.68%	1.72%
45	0.50%	1.61%	1.63%	0.52%	1.68%	1.62%	0.61%	1.62%	1.65%
50	0.52%	1.65%	1.66%	0.55%	1.71%	1.65%	0.65%	1.65%	1.68%
57	0.52%	1.63%	1.63%	0.54%	1.69%	1.61%	0.64%	1.61%	1.64%
60	0.49%	1.56%	1.56%	0.51%	1.62%	1.53%	0.58%	1.53%	1.56%
62	0.47%	1.51%	N.A.	0.49%	1.56%	N.A.	N.A.	N.A.	N.A.

Note: SH - Shareholder's profit
LF - Lifefund profit

Handwritten notes and calculations:

- 0.52%
- 0.50%
- 0.52%
- 0.52%
- 0.49%
- 0.47%

6.3 Internal Rate of Return, Initial Strain and Payback

IRR to shareholder fund

SP 25000		Term 5	Term 7	Term 10
20	309%	111%	39%	39%
45	231%	90%	33%	33%
50	281%	104%	37%	37%
57	264%	100%	36%	36%
60	196%	80% N.A.		
62	157% N.A.	N.A.		

SP 50000		Term 5	Term 7	Term 10
20	397%	92%	38%	38%
45	282%	76%	32%	32%
50	354%	87%	37%	37%
57	328%	84%	35%	35%
60	233%	68% N.A.		
62	182% N.A.	N.A.		

SP 200000		Term 5	Term 7	Term 10
20	246%	95%	39%	39%
45	191%	79%	33%	33%
50	229%	90%	37%	37%
57	218%	87%	36%	36%
60	166%	70% N.A.		
62	135% N.A.	N.A.		

Initial Strain
Expressed as % of single premium, measured in month¹

SP 25000		Term 5	Term 7	Term 10
20	0.73%	1.47%	3.19%	
45	0.90%	1.72%	3.56%	
50	0.81%	1.59%	3.36%	
57	0.88%	1.69%	3.51%	
60	1.09%	1.99%	N.A.	
62	1.27%	N.A.	N.A.	

SP 50000		Term 5	Term 7	Term 10
20	0.64%	1.70%	3.28%	
45	0.81%	1.95%	3.65%	
50	0.71%	1.81%	3.44%	
57	0.78%	1.91%	3.58%	
60	0.98%	2.20%	N.A.	
62	1.16%	N.A.	N.A.	

SP 200000		Term 5	Term 7	Term 10
20	0.87%	1.68%	3.29%	
45	1.04%	1.93%	3.66%	
50	0.94%	1.79%	3.45%	
57	1.00%	1.87%	3.57%	
60	1.21%	2.17%	N.A.	
62	1.39%	N.A.	N.A.	

Payback period in months

SP 25000		Term 5	Term 7	Term 10
20	12	25	61	
45	15	30	62	
50	13	25	61	
57	13	26	61	
60	17	33	N.A.	
62	20	N.A.	N.A.	

SP 50000		Term 5	Term 7	Term 10
20	11	30	61	
45	13	36	65	
50	11	31	61	
57	11	32	61	
60	14	37	N.A.	
62	17	N.A.	N.A.	

SP 200000		Term 5	Term 7	Term 10
20	14	28	61	
45	17	35	63	
50	15	30	61	
57	15	31	61	
60	19	37	N.A.	
62	22	N.A.	N.A.	

6.4 Premium Utilisation at Fund Earning Rate(Base case investment return)

	20	50	62	20	50	60	20	50	57
age_at_entry	5	5	5	7	7	7	10	10	1000.00%
Prem_inc_pp	25000	50000	200000	25000	50000	200000	25000	50000	200,000
death claims	0%	3%	10%	1%	5%	12%	1%	8%	15%
maturity claims	85%	84%	80%	81%	80%	74%	77%	73%	69%
surrenders	5%	5%	5%	6%	6%	6%	8%	8%	8%
expenses	4%	2%	1%	5%	2%	1%	6%	3%	1%
commission	1%	1%	1%	2%	2%	2%	3%	3%	3%
tax	1%	1%	1%	1%	1%	1%	1%	1%	1%
transfers to SH	1%	1%	1%	1%	1%	1%	1%	1%	1%
Life Fund	2%	3%	2%	3%	3%	3%	3%	3%	3%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Lapse Sensitivity

*Discounted present value of future profits at 17%, expressed as a percentage of the first year premium.
Note: The profit figures shown below are the total of Shareholder's profit and Lifefund profit.*

Base Case Scenario

SP 25000			
	Term 5	Term 7	Term 10
20	2.19%	2.39%	2.28%
45	2.11%	2.28%	2.13%
50	2.17%	2.35%	2.21%
57	2.15%	2.32%	2.16%
60	2.05%	2.19%	N.A.

SP 50000			
	Term 5	Term 7	Term 10
20	2.29%	2.35%	2.32%
45	2.21%	2.23%	2.15%
50	2.26%	2.30%	2.24%
57	2.24%	2.25%	2.17%
60	2.14%	2.12%	N.A.

SP 200000			
	Term 5	Term 7	Term 10
20	2.20%	2.40%	2.37%
45	2.12%	2.28%	2.20%
50	2.17%	2.35%	2.28%
57	2.14%	2.30%	2.20%
60	2.04%	2.15%	N.A.

Lapses Double

SP 25000			
	Term 5	Term 7	Term 10
20	2.48%	2.67%	2.53%
45	2.40%	2.56%	2.37%
50	2.45%	2.63%	2.46%
57	2.43%	2.59%	2.39%
60	2.33%	2.46%	N.A.
62	2.25%	N.A.	N.A.

SP 50000			
	Term 5	Term 7	Term 10
20	2.58%	2.63%	2.58%
45	2.50%	2.52%	2.41%
50	2.55%	2.58%	2.49%
57	2.53%	2.53%	2.41%
60	2.42%	2.39%	N.A.
62	2.33%	N.A.	N.A.

SP 200000			
	Term 5	Term 7	Term 10
20	2.50%	2.70%	2.64%
45	2.41%	2.57%	2.46%
50	2.47%	2.63%	2.53%
57	2.44%	2.58%	2.44%
60	2.33%	2.43%	N.A.
62	2.24%	N.A.	N.A.

Lapses Halve

SP 25000			
	Term 5	Term 7	Term 10
20	2.04%	2.24%	2.14%
45	1.96%	2.14%	1.99%
50	2.02%	2.21%	2.08%
57	2.00%	2.18%	2.03%
60	1.91%	2.05%	N.A.
62	1.83%	N.A.	N.A.

SP 50000			
	Term 5	Term 7	Term 10
20	2.13%	2.19%	2.18%
45	2.05%	2.08%	2.02%
50	2.11%	2.15%	2.10%
57	2.09%	2.11%	2.03%
60	1.99%	1.97%	N.A.
62	1.90%	N.A.	N.A.

SP 200000			
	Term 5	Term 7	Term 10
20	2.04%	2.25%	2.23%
45	1.96%	2.13%	2.06%
50	2.02%	2.20%	2.14%
57	1.99%	2.15%	2.06%
60	1.89%	2.01%	N.A.
62	1.80%	N.A.	N.A.

Investment Sensitivity

Discounted present value of future profits at 17%, expressed as a percentage of the first year premium.
 Note: The profit figures shown below are the total of Shareholder's profit and Lifefund profit.

SP 25000		Term 5	Term 7	Term 10
20	2.19%	2.39%	2.28%	2.28%
45	2.11%	2.28%	2.13%	2.13%
50	2.17%	2.35%	2.21%	2.21%
57	2.15%	2.32%	2.16%	2.16%
60	2.05%	2.19%	N.A.	N.A.
62	1.97%	N.A.	N.A.	N.A.

SP 50000		Term 5	Term 7	Term 10
20	2.29%	2.35%	2.32%	2.32%
45	2.21%	2.23%	2.15%	2.15%
50	2.26%	2.30%	2.24%	2.24%
57	2.24%	2.25%	2.17%	2.17%
60	2.14%	2.12%	N.A.	N.A.
62	2.05%	N.A.	N.A.	N.A.

SP 200000		Term 5	Term 7	Term 10
20	2.20%	2.40%	2.37%	2.37%
45	2.12%	2.28%	2.20%	2.20%
50	2.17%	2.35%	2.28%	2.28%
57	2.14%	2.30%	2.20%	2.20%
60	2.04%	2.15%	N.A.	N.A.
62	1.95%	N.A.	N.A.	N.A.

Case I (Base Case Inv Return - 50 bps)

SP 25000		Term 5	Term 7	Term 10
20	0.98%	0.86%	0.30%	0.30%
45	0.91%	0.77%	0.18%	0.18%
50	0.97%	0.85%	0.30%	0.30%
57	0.97%	0.85%	0.30%	0.30%
60	0.89%	0.74%	N.A.	N.A.
62	0.82%	N.A.	N.A.	N.A.

SP 50000		Term 5	Term 7	Term 10
20	1.05%	0.78%	0.29%	0.29%
45	0.98%	0.68%	0.16%	0.16%
50	1.04%	0.77%	0.28%	0.28%
57	1.04%	0.76%	0.27%	0.27%
60	0.95%	0.64%	N.A.	N.A.
62	0.87%	N.A.	N.A.	N.A.

SP 200000		Term 5	Term 7	Term 10
20	0.95%	0.82%	0.31%	0.31%
45	0.87%	0.71%	0.18%	0.18%
50	0.93%	0.79%	0.29%	0.29%
57	0.93%	0.78%	0.27%	0.27%
60	0.84%	0.66%	N.A.	N.A.
62	0.76%	N.A.	N.A.	N.A.

Case II (Base Case Inv Return - 100 bps)

SP 25000		Term 5	Term 7	Term 10
20	-0.23%	-0.66%	-1.68%	-1.68%
45	-0.29%	-0.74%	-1.76%	-1.76%
50	-0.22%	-0.64%	-1.62%	-1.62%
57	-0.20%	-0.61%	-1.55%	-1.55%
60	-0.27%	-0.69%	N.A.	N.A.
62	-0.33%	N.A.	N.A.	N.A.

SP 50000		Term 5	Term 7	Term 10
20	-0.18%	-0.78%	-1.73%	-1.73%
45	-0.24%	-0.86%	-1.83%	-1.83%
50	-0.17%	-0.76%	-1.68%	-1.68%
57	-0.15%	-0.73%	-1.63%	-1.63%
60	-0.23%	-0.83%	N.A.	N.A.
62	-0.30%	N.A.	N.A.	N.A.

SP 200000		Term 5	Term 7	Term 10
20	-0.30%	-0.77%	-1.75%	-1.75%
45	-0.37%	-0.85%	-1.85%	-1.85%
50	-0.29%	-0.75%	-1.71%	-1.71%
57	-0.28%	-0.74%	-1.67%	-1.67%
60	-0.36%	-0.83%	N.A.	N.A.
62	-0.43%	N.A.	N.A.	N.A.

6.7 Mortality Sensitivity

*Discounted present value of future profits at 17%, expressed as a percentage of the first year premium.
Note: The profit figures shown below are the total of Shareholder's profit and Lifefund profit.*

SP 25000		Term 5	Term 7	Term 10
20	2.19%	2.39%	2.28%	2.28%
45	2.11%	2.28%	2.13%	2.13%
50	2.17%	2.35%	2.21%	2.21%
57	2.15%	2.32%	2.16%	2.16%
60	2.05%	2.19%	N.A.	N.A.
62	1.97%	N.A.	N.A.	N.A.

SP 50000		Term 5	Term 7	Term 10
20	2.29%	2.35%	2.32%	2.32%
45	2.21%	2.23%	2.15%	2.15%
50	2.26%	2.30%	2.24%	2.24%
57	2.24%	2.25%	2.17%	2.17%
60	2.14%	2.12%	N.A.	N.A.
62	2.05%	N.A.	N.A.	N.A.

SP 200000		Term 5	Term 7	Term 10
20	2.20%	2.40%	2.37%	2.37%
45	2.12%	2.28%	2.20%	2.20%
50	2.17%	2.35%	2.28%	2.28%
57	2.14%	2.30%	2.20%	2.20%
60	2.04%	2.15%	N.A.	N.A.
62	1.95%	N.A.	N.A.	N.A.

Pessimistic Scenario Mortality 150%

SP 25000		Term 5	Term 7	Term 10
20	2.18%	2.38%	2.26%	2.26%
45	2.06%	2.22%	2.05%	2.05%
50	2.08%	2.25%	2.09%	2.09%
57	2.00%	2.13%	1.94%	1.94%
60	1.86%	1.95%	N.A.	N.A.
62	1.74%	N.A.	N.A.	N.A.

SP 50000		Term 5	Term 7	Term 10
20	2.28%	2.33%	2.30%	2.30%
45	2.15%	2.16%	2.07%	2.07%
50	2.17%	2.19%	2.10%	2.10%
57	2.08%	2.06%	1.93%	1.93%
60	1.93%	1.86%	N.A.	N.A.
62	1.81%	N.A.	N.A.	N.A.

SP 200000		Term 5	Term 7	Term 10
20	2.19%	2.39%	2.36%	2.36%
45	2.06%	2.21%	2.11%	2.11%
50	2.08%	2.23%	2.14%	2.14%
57	1.98%	2.09%	1.94%	1.94%
60	1.83%	1.88%	N.A.	N.A.
62	1.70%	N.A.	N.A.	N.A.

Expense Sensitivity

Discounted present value of future profits at 17%, expressed as a percentage of the first year premium.

Note: The profit figures shown below are the total of Shareholder's profit and Lifefund profit.

	SP 25000			SP 50000			SP 200000		
	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10
20	2.19%	2.39%	2.28%	2.29%	2.35%	2.32%	2.20%	2.40%	2.37%
45	2.11%	2.28%	2.13%	2.21%	2.23%	2.15%	2.12%	2.28%	2.20%
50	2.17%	2.35%	2.21%	2.26%	2.30%	2.24%	2.17%	2.35%	2.28%
57	2.15%	2.32%	2.16%	2.24%	2.25%	2.17%	2.14%	2.30%	2.20%
60	2.05%	2.19%	N.A.	2.14%	2.12%	N.A.	2.04%	2.15%	N.A.
62	1.97%	N.A.	N.A.	2.05%	N.A.	N.A.	1.95%	N.A.	N.A.

Sensitivity (Expenses doubled: Initial expense = Rs.1520, renewable expense = 200)

	SP 25000			SP 50000			SP 200000		
	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10	Term 5	Term 7	Term 10
20	-0.31%	-0.21%	-0.49%	1.04%	1.04%	0.94%	1.89%	2.08%	2.03%
45	-0.38%	-0.31%	-0.61%	0.96%	0.93%	0.79%	1.80%	1.96%	1.86%
50	-0.32%	-0.23%	-0.51%	1.02%	1.01%	0.88%	1.86%	2.03%	1.94%
57	-0.32%	-0.24%	-0.52%	1.00%	0.97%	0.83%	1.84%	1.98%	1.86%
60	-0.41%	-0.35%	N.A.	0.91%	0.84%	N.A.	1.73%	1.84%	N.A.
62	-0.48%	N.A.	N.A.	0.82%	N.A.	N.A.	1.64%	N.A.	N.A.

ICICI Prudential Assurances

Application Number	Agent No.	Agent Code & Name
	Client ID No.	Client Name
DOB (DD/MM/YYYY)	Agent ID No.	Branch No.

GUIDELINES FOR FILING UP THE FORM

- The form must be filled up by the proposer himself. In case he is unable to do so, he may indicate the address of the proposer in the proposal form and be filled up by the Company agent.
- Every part of our form is compulsory. Where any question is asked, you must mention clearly in the form the answer applicable.
- There is no control of time or condition for filing up the proposal. It should be filled up only as and when you are ready to pay the proposed sum assured and pay the premium as mentioned in the proposal form. It is subject to our terms and conditions of business.

Details of the life to be assured

1. Full name (Surnames first) in order to end, as per standard

Mr/Ms/Ms/Ms	Mr/Ms/Ms/Ms	Surname
-------------	-------------	---------

2. Permanent Address (Please give complete address)

3. Address for communication (If different from permanent address, please give a separate address)

Business: Residence:

City	City
State	State
Pincode	Pincode

Telephone number	Mobile	Email
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Residence	Business	Mobile	Email
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4. Date of Birth (DD/MM/YYYY) (b) Proof of age (Please also attach (c) Nationality (Indian) Yes No

(a) Gender	(d) Marital Status
<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Single <input type="checkbox"/> Married

5. Occupation (SSC) SC Unemployed Other (Specify)

Signature	Date
-----------	------

5. Details of occupation You may select one or more categories that apply to you.

(a) Service Business Professional Student Unemployed Housewife

(b) If you are self-employed

(1) Name of firm or work of business

(2) Nature of business or the profession (3) Occupation (4) No. of staff (5) Nature of business (6) Annual gross income

(ii) Type of organisation: Pvt. Ltd. Public Ltd. Partnership Proprietorship Govt./PSU

(i) Do you have an existing loan? Yes No
 (If yes, please tick appropriate box)

Car House Consumer Durables Personal

(ii) Do you have a Credit Card? Yes No

(iii) Do you have an existing CICI relationship? Yes (please specify) No
 (If yes, please tick appropriate box)

Credit card Bank A/c Safety Bond Mutual Fund

6. (to be filled if the Life to be Assured and the Proposer are different)

(a) Yes (to officer's scrutiny) No

(i) Name of the Proposer (Please leave a space for each name)

Name of the Life to be Assured Name of the Proposer Amount

(ii) Address of the Proposer (Please leave a space for each name)

(iii) State Pin Code

(iv) Mobile number

(Residential) Business Mobile Email

(v) Gender (Please tick appropriate box) Male Female

(vi) Relationship of Proposer to the Life to be Assured

(vii) Annual gross income of the Proposer (Rupees)

(viii) Marital status Single Married Other (please specify)

(ix) Type of organisation: Pvt. Ltd. Public Ltd. Partnership Proprietorship Govt./PSU

(x) Name of the Life to be Assured (DD, MM, YYYY)

(xi) Address of the Life to be Assured

(xii) Relationship of the Life to be Assured to the Proposer

8. Particulars of Insurance Policy

Policy Code Number, Premium amount and its approximate to:

Term	Sum Assured range		
	Rs. 25,000-49,999	Rs. 50,000-99,999	Rs. > 2,00,000
3 Years	S51	S52	S53
5 Years	S71	S72	S73
10 Years	SX1	SX2	SX3

9. Details of deposit paid

DD/ MM/ YYYY

(a) Amount of deposit paid (Rupees) (Rupees)

(b) Payment details (Cheque/DD No.) Bank Name

(c) Payment mode (Cash/Deposit) Date DD/ MM/ YYYY

(d) Yes/No (Is an expiry of the cheque)

10. Previous Policy Details

Are you an existing policy holder with ICICI PRU Life? Yes No

11. Build, Personal and Medical history of the Life to be Assured

(a) Height _____ cm. (b) Weight _____ kg.

(c) Is the life to be assured presently in good health? _____

(d) If the life to be assured has any physical defect/ deformity, please give details _____

(e) Has the life to be assured under any medical treatment now and/or in the last five years, did the life to be assured consult a medical practitioner for any ailment/ injury requiring treatment for more than a week? YES/ NO

(f) Has the life to be assured ever been admitted to any hospital or nursing home for general check-up, observation, treatment or operation? YES/ NO
If Yes, please give details _____

(g) Fill in the following questions needs to be answered if the Life to be Assured is Female-

(i) Has the life to be assured pregnant or tried to fill up the proposal form, if yes, please mention the duration of pregnancy and complications, if any, related to pregnancy? _____

(ii) Has the life to be assured taken any abnormal medical treatment like abortion, miscarriage or cesarean section or operation, please give details _____

Annexure III(a) **Sales Literature**

Welcome to ICICI Prudential. Welcome to life.

We're a joint venture between ICICI, the leading financial services provider in India and Prudential plc of U.K., one of the foremost insurance companies in the world. Together, we aim to provide you with an extensive range of insurance products to suit your various needs. Because, we know that while life is full of risks and uncertainties, these should not be greater than life itself. At every step in life you should live, and not just exist. That is why we keep you covered. Throughout your life, we shield you from life's troubles. Leaving you free to live.

ICICI Pru AssureInvest:

You have just received a windfall or a huge bonus that you want to put aside for a rainy day. Or you may simply wish to invest this for tax savings purposes. An ideal plan for a one off investment with potentially high returns and the added benefit of insurance protection.

What exactly does ICICI Pru AssureInvest do?

It combines savings with life cover.

How?

It is a fixed term plan of 5, 7, 10 years against a one-time payment of premium.

On the death of the life assured, the following benefits are available:

- If death occurs in the 1st year, no death benefit is available.
- 10% of the single premium if death occurs after the 1st year.

However if death occurs as a result of accident anytime before the maturity date, the death benefit will be 10% of the single premium regardless of the duration of the policy.*

In case of death of the policyholder during the term, the nominee has the option to take cash value of the amount payable on maturity date immediately. The cash value will be quoted on application.

What are guaranteed benefits payable?

On the date of maturity single premium along with the guaranteed additions between 6.15% and 7.85% (depending on the term, age at entry and single premium amount) compounding annually are payable.

The maturity benefits are payable even if the death benefit has been paid earlier.

Who can apply?

Anyone in the age group of 7-62 years can apply for the ICICI PRU AssureInvest policy. The maximum cover-ceasing age is 67 years. The minimum single premium you should apply for is Rs.25 000 and the maximum is Rs.50 lakhs.

Can I discontinue my policy?

Yes. Your policy acquires guaranteed surrender value after the first year.

Can I take a loan on my policy?

Loans are allowed under the policy subject to the terms of conditions of the company from time to time.

Find out if the ICICI Pru AssureInvest policy suits you

You could still have queries and doubts. For any clarifications regarding this policy, do call our ICICI Pru Life Advisor. He'll tell you more on how to cover your life and even about other policies you didn't know about!

Call today on the toll free number xxxxxxxxxx
Then get ready for life.

* The conditions under which the benefits payable on death due to accident in the first year are:

- (a) the death due to accident must be caused by violent, external and visible means;
- (b) the death due to accident is not caused -
 - i) attempted suicide or self inflicted injuries while sane or insane, or whilst the Life Assured is under the influence of any narcotic substance or drug or intoxicating liquor; or
 - ii) by engaging in aerial flights (including parachuting and skydiving) other than as a fare paying passenger on a licensed passenger-carrying commercial aircraft (being a multi-engined aircraft) operating on a regular scheduled route; or
 - iii) by the Life Assured committing any breach of law; or
 - iv) due to war, whether declared or not or civil commotion; or
 - v) by engaging in hazardous sports / pastimes, i.e. taking part in (or practising for) boxing, caving, climbing, horse racing, jet skiing, martial arts, mountaineering, off piste skiing, pot holing, power boat racing, underwater diving, yacht racing or any race, trial or timed motor sport.
- (c) the accident shall result in bodily injury or injuries to the Life Assured independently of any other means and
- (d) such injury or injuries shall, within 180 days of it's occurrence, directly and independently of any other means cause the death of the Life Assured.

Annexure III(b)**ICICI PRU AssureInvest****BENEFITS ILLUSTRATIONS****So what is so unique about this policy?**

It is hard to be different when it comes to creating Life Insurance products... Or so it is believed. We, at ICICI Prudential Life Insurance Company, think differently. We believe in not only secure lives, but also secure investments.

Here are some unique features you can avail of, if you decide to become a part of our family.

- *Guaranteed additions*
- *Maturity benefits even after payment of death benefits*
- *Sec 88 benefits*

SAMPLE ILLUSTRATIONS**Term: 5 years****Age at entry: 30 years**

Single Premium Invested (Rs.)	Maturity Benefits # (Rs.)	Yield (%)	Death Benefit* (Rs.)
30,000	40,622	6.25	3,000
1,00,000	1,38,495	6.73	10,000
5,00,000	7,06,205	7.15	50,000

Term: 7 years**Age at entry: 30 years**

Single Premium Invested (Rs.)	Maturity Benefits # (Rs.)	Yield (%)	Death Benefit * (Rs.)
30,000	47,236	6.7	3,000
1,00,000	1,62,161	7.15	10,000
5,00,000	8,26,828	7.45	50,000

Term: 10 years**Age at entry: 30 years**

Single Premium Invested (Rs.)	Maturity Benefits # (Rs.)	Yield (%)	Death Benefit * (Rs.)
30,000	60,408	7.25	3,000
1,00,000	2,08,028	7.60	10,000
5,00,000	10,64,563	7.85	50,000

In case of death of the policyholder during the term, the nominee has the option to take cash value of the amount payable on maturity date immediately. The cash value will be quoted on application.

*No death benefit during the 1st policy year, except in the case of death due to accident where the entire death benefit is payable

Notes:

- The Sum Assured under this plan is equal to the Single Premium
- The guaranteed additions depend on single premium, term and age at entry.
- This outline is for illustration purposes. Please feel free to contact us for any clarification
- The Single Premium paid for the AssureInvest is eligible for Sec 88 Benefits

Insurance is the subject matter of solicitation

Details on product are available on the product brochure

ICICI Pru AssureInvest

ICICI Prudential Life Insurance Company Limited ("the Company") having received a Proposal and Declaration and Personal Statement and the single premium from the Proposer and / or the Life Assured named in the Policy Certificate referred to hereinbelow and the said Proposal and Declaration together with any statement, report or other document leading to the issue of this Policy and referred to therein having been accepted and agreed to by the Company and the Proposer / Life Assured as the basis of this assurance / contract do, by this Policy agree, as set out in the Schedule with all its Parts, ("Policy Document") and further, is subject to the terms and conditions contained in this Policy.

Name of Life Assured: «LIFE_NAME01»

Address: «LIFE_ADDR101»
 «LIFE_ADDR201»
 «LIFE_ADDR301»
 «LIFE_ADDR401»
 «LIFE_ADDR501»
 «LIFE_PCODE01»

Date of Birth : «LIFE_DOB01» **Age (Years) :** «LIFE_AGE01» **Age Admitted :** «LIFE_AGEADM01»

Name of the Proposer: «COWN_NAME»

Policy No: «CHDRNUM»	Policy term (years): «RCESS_TRM»
Policy Commencement Date : «OCCDATE»	Maturity / Termination Date : «RCESS_DTE»
Sum Assured (Rs.): «SUMINS101»	Single Premium Paid (Rs.): «PREM101»
Nominee / s (Name): «BENF_NAME01»	«BENF_PCNT01»

Benefits payable : as specified in the policy document.

Guaranteed Addition rates:

Year	Rate (%)	Year	Rate (%)	Year	Rate (%)	Year	Rate (%)
1		4		7		10	
2		5		8			
3		6		9			

To whom the benefits are payable: To the Proposer, Life Assured, or the assign (s) where a valid assignment / endorsement has been recorded, or the nominee (s) where a valid nomination has been registered by the Company (in accordance with section 39 of the Insurance Act, 1938), or the executors, administrators or other legal representatives who should take out representation to the estate or to such person as directed by a court of competent jurisdiction in India, limited at all times to the monies payable under this Policy.

The Company do hereby agree, that on proof to the satisfaction of the Company of the death benefit having become payable as set out in the Agreement or upon the happening of an event upon which one or more benefits become payable under this Policy, and of the title of the person or persons claiming payment, appropriate benefit will be paid by the Company.

Signed for and on behalf of the ICICI Prudential Life Insurance Company Limited, at «BRANCH_NAME»
 on «ISSUE_DTE»

Authorised signatory :

"The policy shall be subject to and governed by the terms of the policy document and all the terms and schedule contained therein (enclosed) shall together form a single agreement" (Ver SAI:2)

Policy Document

1. Benefits payable:

i) Death Benefit:

First Policy Year

On the death of the life assured during the first policy year due to accident an amount equal to 10% of the sum assured shall be payable.

The conditions under which the benefits payable on death due to accident are:

- (a) the death due to accident must be caused by violent, external and visible means;
- (b) the death due to accident is not caused -
 - i) by attempted suicide or self inflicted injuries while sane or insane, or whilst the Life Assured is under the influence of any narcotic substance or drug or intoxicating liquor; or
 - ii) by engaging in aerial flights (including parachuting and skydiving) other than as a fare paying passenger on a licensed passenger-carrying commercial aircraft (being a multi-engined aircraft) operating on a regular scheduled route; or
 - iii) by the Life Assured committing any breach of law; or
 - iv) due to war, whether declared or not or civil commotion; or
 - v) by engaging in hazardous sports / pastimes, i.e. taking part in (or practising for) boxing, caving, climbing, horse racing, jet skiing, martial arts, mountaineering, off piste skiing, pot holing, power boat racing, underwater diving, yacht racing or any race, trial or timed motor sport.
- (c) the accident shall result in bodily injury or injuries to the Life Assured independently of any other means and
- (d) such injury or injuries shall, within 180 days of it's occurrence, directly and independently of any other means cause the death of the Life Assured.

Subsequent Policy Year

On the death of the life assured after the first policy year but before the date of maturity of the policy an amount equal to 10% of the Sum Assured shall be payable.

ii) On the date of maturity of the policy:

The Sum Assured as specified in the policy certificate together with Guaranteed Additions compounding annually at the rate expressed as a percentage of the Sum Assured as given in the Policy Certificate shall be payable on the date of maturity of the Policy.

However, in the event of the death of the Life Assured before the date of maturity, the beneficiary named in the Policy Certificate or his assignee, may choose to take, a cash value of this amount immediately along with the benefits payable on death. Such cash value will be quoted by the Company on application.

2. Guaranteed Surrender Value:-

On the expiry of a period of one year from the date of commencement of policy, this policy acquires a Guaranteed Surrender Value. The Guaranteed Surrender Value will be equal to 75% of the single premium at the end of first year, 80% of the single premium at the end of second year and 85% of the single premium at the end of third year and thereafter. In addition to this, a Cash Value of the attached Guaranteed Additions shall be payable.

3. General Provisions –

Where the policy has been issued on the life of a minor, the policy will automatically vest on him on his attaining majority.

Policy Document

GENERAL CONDITIONS

1 Age:

If the current age is found to be such that different benefits are payable under the plan, the benefits shall stand altered to the set of benefits applicable to the correct age of the Life Assured. If the correct age is found to be such as would have made the Life Assured uninsurable under the plan of assurance specified in the Policy Certificate, the plan of assurance shall stand altered to such plan of assurance as is generally granted by the Company for the correct age of the Life Assured, subject to the terms and conditions as are applicable to that plan of assurance. If it is not possible to grant any other plan of assurance or the life assured does not desire to have any other plan of assurance, the policy shall stand cancelled from the date of issue of the policy and the premium paid shall be refunded subject to the deduction of the expenses incurred by the Company on the policy.

2. Assignment and nomination:

(i) An assignment of this policy may be made by an endorsement upon the policy itself or by a separate instrument signed in either case by the assignor specifically stating the fact of assignment and duly attested. The first assignment may be only made by the Life Assured or the Proposer. Such assignment shall be effective, as against the Company, from and upon the service of a written notice upon the Company and the Company recording the assignment in its books.

(ii) The Life Assured, where he is the holder of the policy, may, at any time before the Maturity Date of policy, make a nomination for the purpose of payment of the moneys secured by the policy in the event of his death. Where the nominee is a minor, he may also appoint a person to receive the money during the minority of the nominee. Nomination may be made by an endorsement on the policy and by communicating the same in writing to the Company. Any change of nomination, which may be effected before the Maturity Date of policy shall also be communicated to the Company.

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

3. Special Provisions:

Any special provisions subject to which this Policy has been entered into and endorsed in the Policy or in any separate instrument shall be deemed to be part of this Policy and shall have effect accordingly.

4. Incontestability:

In case it is found that any untrue or incorrect statement is contained in the proposal/ personal statement, declaration and connected documents or any material information has been withheld then, but subject to the provision of Sec.45 of the Insurance Act, 1938, the policy shall be void and no benefit shall be payable thereunder.

5. Loan:

Within the Guaranteed Surrender Value acquired by this Policy, loans may be granted subject to the following terms and condition:

- (i) Loan may be granted on proof of title to the Policy;
- (ii) The Policy shall be assigned absolutely to and be held by the Company as security for repayment of the loan and the interest thereon;
- (iii) The loan shall carry interest at the rate specified by the Company at the time when the loan is advanced and shall be compounded half yearly;
- (iv) The loan amount may be repaid at any time before a claim arises. However, interest shall be charged for a minimum period of 6 months;
- (v) The first payment of interest shall fall due on the half-yearly Policy anniversary following the date on which the loan is advanced and thereafter on every half-yearly Policy anniversary.
- (vi) In case the Policy results in claim by maturity or otherwise before the repayment of the loan in full with interest the Company shall be entitled to recover the outstanding loan and interest from any moneys payable under the Policy.

6. Notices: -

Any notice, direction or instruction given under this Policy shall be in writing and delivered by hand, post, facsimile or e-mail to

In case of the Policy holder/ Life Assured:

As per the details specified by the policy holder/life assured in the Proposal Form / Change of Address intimation submitted by him.

In case of the Company:

Address:

Telephone:

Facsimile:

E-mail:

Notice and instructions will be deemed served 7 days after posting or immediately upon receipt in the case of hand delivery, facsimile or e-mail.

7. Payment of Claim

Before payment of any death or maturity claim under the Policy, the Company shall require the delivery to it of the original of this Policy document and other documents establishing the right of the claimant or claimants to receive payment.

8. Electronic Transactions

The Customer shall adhere to and comply with all such terms and conditions as the Company may prescribe from time to time, and all transactions effected by or through facilities for conducting remote transactions including the Internet, World Wide Web, electronic data interchange, call centres, teleservice operations (whether voice, video, data or combination thereof) or by means of electronic, computer, automated machines network or through other means of telecommunication, established by or on behalf of the Company, for and in respect of the Policy or its terms, or the Company's other products and services, shall constitute legally binding and valid transactions when done in adherence to and in compliance with the Company's terms and conditions for such facilities, as may be prescribed from time to time.

9. Customer Service

For any clarification or assistance, the policyholder may contact our agent or call our Customer Service Representative at Telephone Number xxx-xxxxxxx during office hours (xx hours to xx hours).

Alternatively you may communicate with us:

By mail at: ICICI Prudential Life Insurance Co. Ltd.,
<full address to be identified> or,

By fax at xxx-xxxxxxx or,

By email to xxxxxx@iciciprulife.com

"The policy shall be subject to and governed by the terms of the policy document and all the terms and schedule contained therein (enclosed) shall together form a single agreement" (SAI: 2).

Annexure V

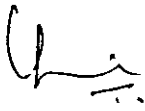
Extrapolated LIC (94-96) Ultimate Table - Ages 7 - 13

Age	Qx
7	0.002900
8	0.002551
9	0.002201
10	0.001852
11	0.001503
12	0.001153
13	0.000804

Note: These mortality rates are before rating up.

CERTIFICATION BY THE APPOINTED ACTUARY

I, V Rajagopalan, the appointed actuary of the life insurer ICICI Prudential Life Insurance Company Ltd, hereby solemnly declare that the information furnished herewith as per the IRDA/Form – Life – Non-Linked – NP dated 31-12-2001, is true and certify that, in my opinion, the premium rates, advantages, terms and conditions of the product ICICI Pru AssureInvest, which is a new insurance product to be launched in the market/which is an existing product but being modified now, are workable and sound, the assumptions are reasonable and premium rates are fair.



Signature of the appointed actuary.

Place: Mumbai

Date: 31-12-2001



Counter Signature of the principal officer.