



ICICI Prudential Life launches ICICI Pru Guaranteed Wealth Protector

Key Highlights:

- Capital Protection on maturity with a potential for upside through equity exposure
- Assured Benefit protects savings from market downturns
- Life cover through the term of the policy
- Enhanced benefits through Loyalty additions and Wealth boosters

Mumbai, 03 March 2014: ICICI Prudential Life Insurance Company Ltd. (ICICI Prudential Life), today, announced the launch of ICICI Pru Guaranteed Wealth Protector. This unit linked plan allows customers to protect their capital on maturity and have a potential for upside through an exposure to equities.

The product provides for exposure to an equity oriented fund of upto 60% for customers aged below 45 years and upto 45% for customers above this age limit, while ensuring that premiums paid are protected.

Loyalty Additions of 0.25% of the average fund value are added every year after the completion of the 6th (sixth) policy year. Additionally, Wealth Boosters are added after the completion of the 10th (tenth) policy year.

Through ICICI Pru Guaranteed Wealth Protector, we are offering customers the opportunity to optimise their returns without the risk of capital erosion. This insulates the customers' corpus from any market downturn.

Mr. Puneet Nanda, Executive Director, ICICI Prudential Life said "We understand that customers are concerned about the volatility of their savings and our approach through this product has been to provide capital protection with a potential for higher returns through equity exposure. We believe that the unique features of this product will facilitate customers achieving their financial goals in a systematic and disciplined manner."

He added "Life insurance is a long term product and the key is to continue with the product till the end of the policy term. Our unit linked products have over the last 10 (ten) years delivered superior risk adjusted returns to our customers. Unit linked life insurance products are an efficient route to build a corpus while simultaneously providing financial security to the family or dependents."