



ICICI Prudential Life Insurance unveils a new advertising and marketing campaign for term insurance

Mumbai, November 17, 2020: ICICI Prudential Life Insurance has launched a new multimedia advertising and marketing campaign to establish its award[#] winning term insurance plan 'ICICI Pru iProtect Smart', as the All-in-One term insurance product. This product provides both, a life cover for the financial security of the family and an option to choose critical illness cover for the policyholder, i.e. one product offering both a health and life cover. The campaign is built on consumer data which shows that Covid-19 has resulted in higher awareness and interest in life insurance.

As India is opening up and embracing the new normal, people are taking all necessary precautions to ensure the safety of themselves and their loved ones at every step of the way. The campaign showcases this change in consumer behaviour of being extra cautious not just in the present but also in planning for the future.

The TVC pivots through a series of everyday events in the lives of people such as using a toothpick to press the elevator button, maintaining social distancing in public places and adopting safety measures to secure themselves and their loved ones. It stresses the importance of caution at every step, especially when stepping outside the house. The film culminates with the consumer choosing the All-in-One term insurance plan to secure the family against future uncertainties.

Commenting on the launch, **Mr. Manish Dubey, Chief Marketing Officer, ICICI Prudential Life**, said, "As people adjust to the new normal and get on with their lives, they are taking extra precautions to safeguard their health. Today, masks and sanitizers have become essential items of the household shopping list. Like masks and sanitizers, life insurance is now a must have in everyone's safety basket. We must take precautions to deal with the present risk and also be prepared for tough times if they occur. The life risk during the pandemic has made consumers conscious about including term insurance in their financial portfolio."

The heightened need amongst consumers to stay protected, both in terms of their health and life is the genesis of this campaign. The pandemic has accentuated the need for consumers to include a term insurance plan in their financial portfolio, a trend which has facilitated the transition of life insurance from being a push to a nudge product. The campaign conveys the compelling proposition of 'ICICI Pru iProtect Smart' which provides All-in-One protection to consumers at a time when they are looking to provide a safety net for themselves and their families.

Over the last 20 years ICICI Prudential Life has consistently delivered on its promise made to customers, thus helping establish trust. Consumers prefer to purchase products, from a brand they trust, a trend which is more visible in the financial services sector. BrandZ too has recognised ICICI Prudential Life as one of India's most valuable brands on seven different occasions.



About 'ICICI Pru iProtect Smart'

'ICICI Pru iProtect Smart' comes in four variants namely Life, Life Plus, Life and Health and All-in-One, where consumers have the option to choose any of the four variants. The product offers life cover to consumers, besides providing them the option to choose add-ons such as a critical illness cover, accidental death benefit and waiver of premium on permanent disability. The critical illness cover equips consumers to seek timely medical treatment in case they are afflicted with any one of the 34 critical illnesses covered under the product. To enhance their life cover, consumers can opt for the accidental death benefit. The waiver of premium add-on ensures all future premiums are paid by the Company in case of permanent disability. The All-in-One variant under 'ICICI Pru iProtect Smart' provides all-round protection to consumers and their families.

This product can be purchased in a hassle-free manner from both online and offline channels. Besides, it also offers convenience as the 'Claim for Sure' service initiative provides for a 'One Day' claim settlement for all eligible policies. Customers can leverage the Company's robust digital platform which provides an array of new-age service touch-points such as WhatsApp, voice activated chatbot LiGo, Company Website and Mobile App to initiate and conclude service requests as well as lodge claims.

About ICICI Prudential Life Insurance Company

ICICI Prudential Life Insurance is promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited. 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 onboarding 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, and facilitates a hassle-free claims settlement process.

ICICI Prudential Life is the first private life insurance company to cross the ₹ 1 trillion mark for Assets under Management (AUM). On September 30, 2020, the Company had an AUM of ₹ 1,814.92 billion and a Total Sum Assured of ₹ 18.06 trillion. ICICI Prudential Life is listed on both the National Stock Exchange (NSE) Limited and the BSE Limited. ICICI Prudential Life has been ranked as one of the most valuable brands in India seven times on different occasions by BrandZ.

Disclaimer

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'expected to', etc., and similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results, opportunities and growth potential to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, the actual growth in demand for insurance and other financial products and services in the countries that we operate or where a material number of our customers reside, our ability to successfully implement our strategy, including our use of the Internet and other technology our exploration of merger and acquisition opportunities, our ability to integrate mergers or acquisitions into our operations and manage the risks associated with such acquisitions to achieve our strategic and financial objectives, our growth and expansion in domestic and overseas markets, technological changes, our ability to market new products, the outcome of any legal, tax or regulatory proceedings in India and in other jurisdictions we are or become a party to, the future impact of new accounting standards, our ability to implement our dividend policy, the



impact of changes in insurance regulations and other regulatory changes in India and other jurisdictions on us. ICICI Prudential Life insurance undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof. This release does not constitute an offer of securities.

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

Awarded 'Product of the Year 2019' by Product of the Year (India) Private Limited.