

ICICI Pru
ACE

You can spot an ACE
the moment you see it



Wealth

Solutions



You have always wanted the best in life. Just like you, your investments also deserve the very best. Similarly, your financial planning needs the best that money can buy. Importantly, you need a plan that helps you achieve your dreams and also protect them in adverse conditions. Keeping this in mind, ICICI Prudential brings you ICICI Pru Ace, a savings plan which offers you the best value for your hard earned savings.

You get the option of choosing a unique strategy that allows you to protect gains made through your funds invested in the equity markets from any future equity market volatility. Another distinguishing feature of this policy is that it has no premium allocation charge for any regular premiums, which means 100% of your money is invested in Funds on premium payment. In addition, this plan provides the protection of an insurance cover. So, realise your dreams and protect your family.

Key benefits of ICICI Pru Ace

- Trigger Portfolio Strategy: Option to choose a unique portfolio strategy to protect gains made in equity markets from any future equity market volatility
- 100% allocation*: At premium payment, in the asset class of your choice
- Loyalty Additions: At the end of every five policy years, starting from the 10th policy year, on payment of all premiums
- Additional allocation of units: More than 100% allocation to funds on premium payment from the sixth policy year to the end of the policy term
- Automatic Transfer Strategy: An option that helps you eliminate the need to time your investment
- Tax Benefits: On premiums paid and benefits received, as per prevailing tax laws

How does the policy work?

- You need to choose the premium amount, Policy term, portfolio strategy and Sum Assured for which you wish to take the Policy
- Your premium amount will be invested in the portfolio strategy of your choice
- At maturity, the Fund Value will be paid. Alternatively, settlement options can be chosen
- In the unfortunate event of death during the term of the Policy, your nominee will receive Sum Assured (reduced by partial withdrawals) or Fund Value ^{T&C²}, whichever is higher.

ICICI Pru Ace at a glance	
Minimum Premium	Rs.18,000 per annum
Modes of Premium Payment	Yearly / Half yearly / Monthly
Minimum Sum Assured	5 X Annual Premium subject to a minimum of Rs. 100,000
Maximum Sum Assured	As per maximum Sum Assured multiples
Minimum / Maximum Age at Entry	0 / 65 years
Minimum / Maximum Age At Maturity	18 / 75 years
Policy Term	10 to 30 years
Tax Benefits ^{T&C³}	Premiums paid and any benefit amount received under this Policy will be eligible for tax benefits as per the prevailing Income Tax laws.



* For applicable charges refer overleaf

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

Choice of two Unique Portfolio Strategies:

With ICICI Pru Ace, you have the option to choose from two unique portfolio strategies:

- 1) Trigger Portfolio Strategy
- 2) Fixed Portfolio Strategy

Trigger Portfolio Strategy

For an investor, maintaining a pre-defined asset allocation is a dynamic process and is a function of constantly changing markets. The Trigger Portfolio Strategy enables you to take advantage of substantial equity market swings and invest on the principle of “buy low, sell high” and also allows you to protect gains made from equity market investments from any future equity market volatility, in a systematic manner.

Under this strategy, your investments will initially be distributed between two funds - Multi Cap Growth Fund, an equity oriented fund, and Income Fund, a debt oriented fund - in a 75%: 25% proportion. The fund allocation may subsequently get altered due to market movements. We will re-balance or re-allocate funds in the portfolio based on a pre-defined trigger event.

Working of the strategy:

1. The trigger event is defined as a 15% upward or downward movement in NAV of Multi Cap Growth Fund, since the previous rebalancing. For determining the first trigger event, the movement of 15% in NAV of Multi Cap Growth Fund will be measured vis-à-vis the NAV at the inception of your policy.
2. On the occurrence of the trigger event, any value of units in Multi Cap Growth Fund which is in excess of three times the value of units in Income Fund is considered as gains and is transferred to the liquid fund - Money Market Fund - by redemption of appropriate units from Multi Cap Growth Fund. This ensures that such gains are capitalized and

protected from future equity market fluctuations, while maintaining the asset allocation between Multi Cap Growth Fund and Income Fund at 75%:25%.

3. In case there are no such gains to be capitalized, units in Multi Cap Growth Fund and Income Fund are redistributed in a 75%:25% proportion without any transfer to or from Money Market Fund.



Fixed Portfolio Strategy

If you wish to manage your investment actively, we have a Fixed Portfolio Strategy. Under this strategy, you must choose your own asset allocation from any of the eight funds options ^{T&C 4}. You can switch between these funds using our switch option. The details of the funds are given in the table below:

Fund Name & Its Objective	Asset Allocation	% (Min)	% (Min)	Risk-Reward Profile
Opportunities Fund: To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of companies operating in four important types of industries viz., Resources, Investment-related, Consumption-related and Human Capital leveraged industries.	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Multi Cap Growth Fund: To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of large, mid and small cap companies.	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Bluechip Fund: To provide long-term capital appreciation from equity portfolio predominantly invested in NIFTY scrips.	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Multi Cap Balanced Fund: To achieve a balance between capital appreciation and stable returns by investing in a mix of equity and equity related instruments of large, mid and small cap companies and debt and debt related instruments.	Equity & Equity Related Securities Debt, Money Market & Cash	0% 40%	60% 100%	Moderate
Income Fund: To provide accumulation of income through investment in various fixed income securities. The fund seeks to provide capital appreciation while maintaining a suitable balance between return, safety and liquidity.	Debt Instruments Money Market & Cash	100%	100%	Low
Money Market Fund: To provide suitable returns through low risk investments in debt and money market instruments while attempting to protect the capital deployed in the fund.	Debt Instruments, Money Market & Cash	0% 50%	50% 100%	Low
Return Guarantee Fund*: To provide guaranteed returns through investment in a diversified portfolio of high quality fixed income instruments.	Debt Instruments Money Market & Cash	100%	100%	Low

Fund Name & Its Objective	P / E Range	Allocation in Equity and Equity related securities	Risk-Reward Profile
Dynamic P/E Fund: To provide long term capital appreciation through dynamic asset allocation between equity and debt. The allocation to equity and equity related securities is determined by reference to the P/E multiple on the NIFTY 50 ¹ ; the remainder is invested in debt instruments, money market and cash.	< 14	90% to 100%	High
	14 - 16	80% to 100%	
	16 - 18	60% to 100%	
	18 - 20	40% to 80%	
	> 20	0% to 40%	

**The Return Guarantee Fund consists of close ended tranches of terms 5 and 10 years. They are intended to provide a return over a specified period, subject to a guarantee. The fund is offered in tranches, each of which will be open for subscription for a brief period of time and terminates on a specified date. The NAV applicable at the termination of each tranche is higher of the guaranteed NAV and the then prevailing NAV. The guaranteed NAV is declared at the beginning of the subscription period. We shall guarantee the NAV only at termination of each tranche. Money may be withdrawn or switched from a tranche before its termination at the then prevailing NAV by redemption of Units. The guaranteed NAV will continue to apply on the remaining Units, if any, in the fund.*

If you opt for Return Guarantee Fund at inception, only your first instalment premium will be directed to the fund. Subsequent premiums are allocated to the other funds in a proportion specified by him at the time of inception ^{T&C 5}. You have an option to switch into RGF in case a tranche is open for subscription at that time. In case the remaining term of the Policy is less than the term of the RGF tranche open for subscription at that time, you cannot invest in the RGF. On termination of the Return Guarantee Fund tranche, the proceeds will be allocated into the other funds in the same proportion as the fund portfolio at that time. In the exceptional case of the entire fund being invested in the RGF at the time of termination of a tranche, the proceeds would be allocated to the funds opted for at inception.

¹Source: Based on prices and consensus earnings estimates from Bloomberg.

Working of the Return Guarantee Fund:

	Minimum Guaranteed NAV of the RGF tranche	RGF NAV on the date of termination of tranche	Higher of (A,B)	Number of Units in RGF on the date of termination of tranche	Amount available at termination of tranche
	(A)	(B)	(C)	(D)	(C x D)
Scenario 1	Rs. 15	Rs. 16	Rs. 16	1,000	Rs. 16,000
Scenario 2	Rs. 15	Rs. 14	Rs. 15	1,000	Rs. 15,000

We also provide you with the option of systematically investing in our Equity funds through the Automatic Transfer Strategy (ATS). With this strategy, you can invest all or some part of your premium in Money Market Fund and transfer a chosen amount every month into any one of the funds: Bluechip Fund, Multi Cap Growth Fund or Opportunities Fund^{T&C 6}. This facility is available only with the Fixed Portfolio Strategy and is free of charge.

Benefits in detail

Maturity Benefit:

At maturity, the Fund Value shall be payable. You may avail this benefit either as a lump sum or by way of the Settlement Option available under this plan.

Death benefit:

In the unfortunate event of death of the Life Assured during the term of the Policy, the nominee shall receive Sum Assured (reduced by partial withdrawals^{T&C 2}) or Fund Value, whichever is higher.

In case the Life Assured is below 7 years of age at the time of death, only the Fund Value would be payable.

Loyalty Additions:

Loyalty Additions will be allocated every fifth policy year, starting from the end of the 10th policy year. This will be equal to 2.5% of the average of your policy's Fund Values on the last day of eight policy quarters preceding the said allocation and will only be paid on payment of all premiums.

Additional allocation of units:

There will be additional allocation of units on premium payment every year starting from the 6th policy year up to the end of the policy term. This will lead to more than 100% of your premium getting allocated as shown below:

Policy Year	Additional allocation of units	Premium allocation
6 th year onwards	2%	102% of premium paid

Top up:

You can decide to make additional investments by investing surplus money over and above your regular premiums, at your convenience. The minimum amount of top up is Rs. 2,000. Top up premiums can be paid any time during the term of the Policy, as long as all due premiums have been paid. There will be an increase of Sum Assured when you make a top up and you will get an option of choosing an increase of either 125% or 500% of the top up premium amount.

Change in Portfolio Strategy (CIPS):

You can change your portfolio strategy once every policy year. This facility is provided free of cost. Any unutilized CIPS cannot be carried forward to the next policy year.

Settlement Option:

On maturity of the Policy, you can choose to take the Fund Value as a structured benefit. With this facility, you can opt to get payments on a yearly, half yearly, quarterly or monthly (through ECS) basis, over a period of one to five years, post maturity^{T&C 7}. At any time during the settlement period, you have the option to withdraw the entire Fund Value. During the settlement period, the investment risk in the investment portfolio is borne by the Policyholder.

Partial Withdrawal Benefit:

Partial withdrawals will be allowed after completion of five policy years and on payment of at least three full years' premium. You will be entitled to make one partial withdrawal every three policy years, up to a maximum of 20% of the Fund Value. For example, partial withdrawal can be done once from 6th to 8th policy year, once from 9th to 11th policy year and so on. The partial withdrawals are free of cost. The minimum partial withdrawal amount is Rs. 2,000^{T&C 2}.

Increase / Decrease of Sum Assured:

You can choose to increase or decrease your Sum Assured at any Policy anniversary during the Policy term^{TAC 8}.

Switch between funds in the Fixed Portfolio Strategy:

You have an option to switch among the eight funds^{TAC 5} as and when you choose depending on your financial priorities. The minimum switch amount is Rs. 2,000.

Cover Continuance Option:

This option ensures that your Policy and all its benefits continue in case you are unable to pay your premiums, any time after payment of the first three years' premium. All applicable charges will be automatically deducted^{TAC 9}.

Surrender Value:

Surrender value is available to you after deducting applicable surrender charges.

- The Surrender Value where three full years' premiums have not been paid will be 30% of Fund Value.

However, this surrender value will be paid only after the completion of three Policy years or whenever the Policy is surrendered thereafter. During this period, the Policyholder will continue to be invested in the respective unit funds. Fund Value will be payable in case of death of the Policyholder. All other benefits under the plan other than surrenders will cease after the expiry of the days of grace for payment of the first unpaid premium^{TAC 9}.

- Applicable Surrender Values after payment of three full years' premium and three Policy years have elapsed:

No. of completed Policy years	Surrender Value (As % of Fund Value)
3	90%
4	95%
5	100%

The Policy shall terminate on payment of the Surrender Value. All rights, benefits and interests under this Policy will stand extinguished upon this payment.

Illustration

Amount of instalment premium: Rs. 50,000 Sum Assured: Rs. 250,000

Age at entry: 30 years

Portfolio Strategy: Fixed

Mode of premium payment: Yearly

	Term = 10 years		Term = 15 years	
	Returns @ 6% p.a.	Returns @ 10 % p.a.	Returns @ 6% p.a.	Returns @ 10 % p.a.
Fund Value at Maturity	Rs. 6,48,924	Rs. 8,09,627	Rs. 11,18,336	Rs. 15,67,262

This illustration is for a healthy male with 100% of the investments in Multi Cap Growth Fund. The above are illustrative maturity values, net of all charges, service tax and education cess. Since your Policy offers variable returns, the given illustration shows two different rates (6% & 10% p.a. as per the guidelines of Life Council) of assumed future investment returns^{TAC 11}.

Additional Protection with Riders

You can further customize your policy with optional riders, to enjoy additional protection, as given below:

Riders	Benefits
Accidental Death and Disability Benefit Rider (ADBR)	In the event of death or disability due to an accident, the rider benefit amount would be paid accordingly.
Critical Illness Benefit Rider (CIBR)	In the event of the Life Assured contracting any of the specified critical illnesses, the rider benefit amount would be paid.

Rider charges for chosen riders will be recovered through redemption of units. The rider benefits shall become payable only if the same are chosen. You can choose the riders either at the inception of the Policy or at Policy anniversary during the Policy term, subject to underwriting.

The maximum amount of rider cover will be restricted to the Sum Assured of the base plan. Riders will be available only on the Life Assured attaining age 18. For further details, please refer to the Rider Brochure.

Charges under the Policy

Premium Allocation Charge

There is no premium allocation charge for regular premiums in this Policy. All top up premiums are subject to a premium allocation charge of 1%.

Policy Administration Charge

There would be a fixed policy administration charge of Rs. 60 per month. This will be charged for the term of the Policy irrespective of the premium payment status*.

Fund Management Charge (FMC)

The following fund management charges will be adjusted from the NAV on a daily basis.

Fund	Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Multi Cap Balanced Fund, Income Fund, Dynamic P/E Fund	Return Guarantee Fund	Money Market Fund
FMC	1.35% p.a	1.25% p.a	0.75% p.a

There will be an additional charge for the investment guarantee of 0.25% p.a. for the Return Guarantee Fund. This will be charged by adjustment to NAV.

If the customer opts for the Trigger Strategy, then the FMC will be charged according to the proportion of the investments held in Multi Cap Growth Fund, Income Fund and Money Market Fund at each point in time.

Mortality Charges

Mortality charges will be deducted on a monthly basis on the life cover. Life cover is the difference between Sum Assured (adjusted for Partial Withdrawals) and Fund Value at the time of deduction of charges. Indicative annual charges per thousand life cover for a healthy male and female life are as shown below*:

Age (yrs)	10	20	30	40	50	60
Male (Rs).	0.77	1.33	1.46	2.48	5.91	14.21
Female (Rs).	0.72	1.26	1.46	2.12	4.85	11.83

Switching Charges

Four free switches are allowed every policy year. Subsequent switches would be charged Rs. 100 per switch. Any unutilized free switch cannot be carried forward to the next policy year*.

Miscellaneous Charges

If there are any policy alterations during the Policy term, they will be subject to a miscellaneous charge of Rs. 250 per alteration*.

*These charges will be made by redemption of units.

Revision of charges

The Company reserves the right to revise the following charges at any time during the term of the policy. Any revision will apply with prospective effect, subject to prior approval from IRDA and if so permitted by the then prevailing rules, after giving a notice to the policyholders. The following limits apply are applicable:

- Fund management charge may be increased to a maximum of 2.50% per annum of the net assets for the fund.
- Total Policy Administration Charge may be increased to a maximum of Rs. 240 per month.
- Miscellaneous charge may be increased to a maximum of Rs. 500 per alteration.
- Switching charge may be increased to a maximum of Rs. 200 per switch.

The policyholder who does not agree with the increase shall be allowed to withdraw the units in the funds at the then prevailing Fund Value.

Premium allocation charges, mortality charges and surrender charges are guaranteed for the term of the Policy.

Risks of investment in the Units of the Funds

The proposer or life assured should be aware that the investment in the units is subject to the following risks:

- a. ICICI Pru Ace is a Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIP's are subject to investment risks.
- b. ICICI Prudential Life Insurance Company Limited, ICICI Pru Ace, Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Multi Cap Balanced Fund, Income Fund, Money Market Fund, Dynamic P/E Fund and Return Guarantee Fund are only names of the company, policy and funds respectively and do not in any way indicate the quality of the policy, funds or their future prospects or returns.
- c. The investments in the funds are subject to market and other risks and there can be no assurance that the objectives of any of the Funds will be achieved.
- d. The premium paid in Unit Linked Life Insurance policies are subject to investment risks associated with capital markets and debt markets and the NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market and the insured is responsible for his/her decisions.
- e. The past performance of other funds of the Company is not necessarily indicative of the future performance of any of these funds.
- f. The funds do not offer a guaranteed or assured return except the Return Guarantee Fund which gives a minimum guaranteed return by the way of a guaranteed NAV at termination of the tranche.

Terms and Conditions

1. Freelook period: A period of 15 days is available to the Policyholder to review the Policy. If the Policyholder does not find the Policy suitable, the Policy document must be returned to the Company within 15 days from the date of receipt of the same.

On cancellation of the Policy during the freelook period, we will return the premium adjusted for fluctuation in NAV, if any, subject to the deduction of:

- a. Stamp duty under the Policy, if any,
- b. Expenses borne by the Company on medical examination, if any

The Policy shall terminate on payment of this amount and all rights, benefits and interests under this Policy will stand extinguished.

2. Partial Withdrawals: The Fund Value post withdrawal should be equal to at least 110% of one year's premium, else the Policy will be terminated and the balance Fund Value will be paid to the Policyholder, as per the provisions of the unit linked guidelines. Partial withdrawals are allowed only if the Life Assured is at least 18 years of age. There is a lock-in period of three years for each top up premium from the date of payment of that top up premium for the purpose of partial withdrawals. However, for top up premiums paid in the last 3 years before Maturity Date, no partial withdrawals will be allowed. Partial withdrawals will have the following effect on your Sum Assured:
 - a. Before the age of 60 years, Sum Assured payable on death is reduced to the extent of partial withdrawals made in the preceding two years.
 - b. After the age of 60 years, Sum Assured payable on death is reduced to the extent of all partial withdrawals made after attaining age 58.
3. Tax benefits: Tax benefits under the Policy will be as per the prevailing Income Tax laws. Service tax and education cess will be charged extra as per applicable rates. Tax laws are subject to amendments from time to time.
4. In case you have opted for RGF, only your first instalment premium deposit, post deduction of allocation charges, if any, is to be allocated for purchase of RGF units. Subsequent premiums will be allocated as per the fund allocation specified by you at Policy inception. The Policyholder has an option to switch into the RGF in case a tranche is open for subscription at that time.
5. The Policyholder will have the option to invest future premiums or to switch existing funds into the fund of his/her choice, including the Return Guarantee Fund if a tranche is open for subscription.
6. Automatic Transfer Strategy (ATS): The minimum transfer amount under the Automatic Transfer Strategy is Rs. 2,000. ATS would be executed by redeeming the required number of units from Money Market Fund at the applicable unit value, and allocating new units in the Bluechip

Fund, Multi Cap Growth Fund or Opportunities Fund at the applicable unit value. At inception, you can opt for a transfer date of either the first or fifteenth of every month. If the date is not mentioned, the funds will be switched on the first day of every month. If the first or the fifteenth of the month is a non-valuation date, then the next working day's NAV would be applicable. Once selected, ATS would be regularly processed for the entire term of the Policy or until the Company is notified, through a written communication, to discontinue the same. ATS would not be applicable if the Money Market Fund value is less than the nominated transfer amount.

7. Settlement Option: In case the Settlement Option is chosen, the Policyholder will be paid out a proportional number of units (based on the payment option and period chosen). The value of payments will depend on the number of units and the respective fund Net Asset Values as on the date of each payment. At any time during this period, you can take the remaining Fund Value as lump sum payment. If you wish to exercise the Settlement Option at the time of maturity, you need to inform the company at least 3 months before the maturity of the Policy. The Life Insurance Cover shall cease on the maturity date and no other transactions like premium payment, partial withdrawals, switches, CIPS, etc. will be allowed during this period. However, fund management charge shall be applicable during this period.
8. Increase or Decrease in Sum Assured: An increase or decrease in Sum Assured would be allowed only on a policy anniversary, is subject to payment of all due premiums and must be in multiples of Rs. 1,000. Increase in Sum Assured is allowed only before the policy anniversary on which the life assured is aged 60 years completed birthday. An increase in Sum Assured is subject to underwriting. Any medical cost for this purpose would be borne by the Policyholder and will be levied by redemption of units. A decrease in Sum Assured is allowed up to the minimum under the given Policy.
9. Cover Continuance Option: If opted for, all applicable charges will be automatically deducted from the units available in your fund(s). The foreclosure condition mentioned in the terms and conditions will continue to be applicable.
10. Premium Discontinuance: Before payment of three full year's premiums if any premium is not paid within the allowed days of grace, the Life Insurance cover will cease and mortality charges will not be deducted. The Policy must be revived within two years (subject to underwriting, where applicable) from the date when the first unpaid premium was due so long as the Policy has not been terminated. During this period, the Policyholder will continue to have the benefit of investment in the respective unit funds and the fund value will be payable in case of death of the Policyholder. If the Policy is not revived within this period, it will be foreclosed at the end of the third policy year or at the end of the revival period, whichever is later, by paying the Surrender Value. In case of discontinuance of premium after paying three full years'

premium, if the premium payment is not resumed within the revival period of two years from the due date of the first unpaid premium, the Policyholder will have the option of continuing the life cover beyond the period of two years, with deduction of mortality charges and other applicable charges. In such a case the life cover will be continued, subject to the foreclosure conditions as described in the Foreclosure condition below. However, if the Policyholder does not choose to continue the cover, the Policy will be foreclosed by payment of Surrender Value as per the rules.

11. The returns shown in the benefit illustration are not guaranteed and they are not the upper or lower limits of what you might get back, as the value of your Policy depends on a number of factors including future investment performance.
12. Foreclosure condition: If premiums have been paid for three full policy years and three policy years have elapsed, whether or not the Policy is premium paying, if the fund value falls below 110% of one year's premium, the Policy shall be terminated by paying the Fund Value.
13. Increase or Decrease in premium: Increase or decrease of premium will not be allowed under this product.
14. Grace Period: The grace period for payment of premium is 15 days for monthly mode of premium payment and 30 days for other frequencies of premium payment.
15. The term chosen at inception of the Policy cannot be changed.
16. Suicide Clause: If the Life Assured, whether sane or insane, commits suicide within one year from the date of issue of this Policy, only the fund value would be payable. If the Life Assured, whether sane or insane, commits suicide within one year from the effective date of increase in Sum Assured, then the amount of increase shall not be considered in the calculation of the death benefit.
17. Unit Pricing: When appropriation/expropriation price is applied the Net Asset Value (NAV) of a Unit Linked Life Insurance Product shall be computed as, market value of investment held by the fund plus/less the expenses incurred in the purchase/sale of the assets plus the value of any current assets plus any accrued income net of fund management charges less the value of any current liabilities less provisions, if any. This gives the net asset value of the fund. Dividing by the number of units existing at the valuation date (before any new units are created or cancelled), gives the unit price of the fund under consideration.
18. Assets are valued daily on a mark to market basis.
19. If premiums for the second year onwards are received by outstation cheques, the NAV of the clearance date or due date, whichever is later, will be allocated.
20. Transaction requests (including renewal premiums by way of local cheques, demand draft, switches, etc.) received before the cut-off time will be allocated the same day's NAV and those received after the cut-off time will be allocated the next day's NAV. The cut-off time will be as per

IRDA guidelines from time to time, which is currently 3:00 p.m. For all transactions on the last day of the financial year, the NAV of that day would be applicable, irrespective of the cut-off time.

21. All renewal premiums received in advance will be allocated units at the NAV prevailing on the date on which such premiums become due. However, the status of the premium received in advance shall be communicated to the Policyholder.
22. Section 41: In accordance to the Section 41 of the Insurance Act, 1938, no person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take or renew or continue an insurance in respect of any kind of risk relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the Policy, nor shall any person taking out or renewing or continuing a Policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer.
Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by the insurer.
Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to five hundred rupees.
23. Section 45: No policy of life insurance effected before the commencement of this Act shall after the expiry of two years from the date of commencement of this Act and no policy of life insurance effected after the coming into force of this Act shall, after the expiry of two years from the date on which it was effected be called in question by an insurer on the ground that statement made in the proposal or in any report of a medical officer, or referee, or friend of the insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policy-holder and that the policy-holder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose.
Provided that nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.
24. For further details, refer to the Policy document and detailed benefit illustration.
25. No loans are allowed under this Policy.

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company Limited, a joint venture between ICICI Bank and Prudential plc. was one of the first companies to commence operations when the insurance industry was opened in year 2000. Since inception, it has written over 10 million policies and has over 237,000 advisors and 6 bank partners.



For more information,
call our customer service toll free number on 1800-22-2020 from your MTNL or BSNL lines.
(Call Centre Timings: 9:00 A.M. to 9:00 P.M. Monday to Saturday, except National Holidays)
To know more, please visit www.iciciprulife.com

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