



## ICICI Prudential Life launches ICICI Pru Cash Advantage

~ Helps in meeting everyday expenses ~

~ Enables saving for the future while protecting the family ~

### Key Highlights:

- Guaranteed Cash Benefit provides liquidity to meet expenses
- Guaranteed Maturity Benefit along with bonuses ensure fruition of long term goals
- Flexibility to choose premium paying term

**Mumbai, 01 August 2013:** ICICI Prudential Life Insurance Company Ltd. (ICICI Prudential Life) announced the launch of ICICI Pru Cash Advantage. This is a regular premium paying, traditional plan that enables customers to systematically plan for their long term financial goals while ensuring a regular cash flow for meeting regular expenses.

ICICI Pru Cash Advantage has been specifically structured keeping in mind the fact that long-term financial goals of customers also involve regular expenses. The maturity benefit offered in this plan will take care of the bigger goals while the cash benefit can be utilised for meeting other regular expenses. For example, if one is planning for their child's education, while the maturity benefit will take care of the expenses related to admission which are substantial, the cash benefit would take care of expenses such as books, etc. Additionally, this plan offers customers the flexibility to choose a premium paying term that suits their profile - 5, 7 or 10 years.

**Mr. Puneet Nanda, Executive Director, ICICI Prudential Life Insurance** said, "With increasing cost of living, it has become essential for every individual to plan for future expenses. Taking cognizance of this premise we have always offered products which keep the requirements of customers at the forefront. ICICI Pru Cash Advantage is specifically designed to enable customers to achieve their long term goals while simultaneously enabling them to meet their short-term expenses."