

LifeTime

LifeTime II



The Unit Linked insurance plan that towers over all the others.



We cover you. At every step in life.



Your financial priority in life, be it Savings, Protection or Investment, depends on the stage of life you are in. With changing life stages, your priorities will change as well. To meet these constantly evolving needs, you may need to buy different policies at every stage.

Now, ICICI Prudential Life Insurance presents a comprehensive range of unit-linked products that take care of your wealth creation by providing you flexibilities in savings and investments and options for your protection needs. We present LifeTime and LifeTime II, a comprehensive portfolio of products that provide you complete flexibility to choose a solution, based on your specific needs.

How do I start?

Open an account with a minimum premium of...

Rs. 18,000/- p.a. for annual mode

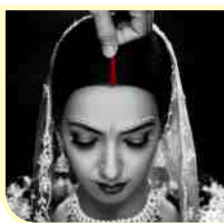
Rs. 9,000/- per half year for half-yearly mode

Rs. 1,500/- per month for monthly mode

How does the plan work?

You can choose a specified level of protection according to your need. Part of the premium paid is adjusted towards mortality and administrative charges and the rest is invested in the plan of your choice. Entry into the plan will be based on the unit value of the plan applicable on the date of policy

issue. Your policy value is based on the value of units allotted to you.



Benefits <<

Death Benefit: In the unfortunate event of death, your close ones are spared an uncertain future. Our guaranteed death benefit ensures that the nominee / s will receive the higher of either the death benefit chosen (less any withdrawals) or the value of the units.

Liquidity Option: There is no maturity date. Anytime after 3 years of commencement (provided you have paid premium for 3 full years) you can make partial or complete withdrawals, at no penalty, to meet your immediate requirements.



Options <<

a. Choice of investment plan

You have the option to choose how you want your investments to grow based on the objectives of each of the plans.

Maximiser: If high growth is your priority, this is the plan for you. You can enjoy long-term capital appreciation from a portfolio that is invested primarily in equity and equity-related securities.

Protector: If on the other hand your priority is steady returns, you can opt for the Protector Plan. Here you can accumulate a steady income, at a low risk, across a medium to long-term period from a portfolio, which is primarily invested in fixed income securities.

Balancer: If you prefer a balance of growth and steady returns, choose our Balancer Plan. This would ensure that your portfolio is invested in equity and equity-linked securities as well as in fixed income securities.

Preserver: The objective of this plan is to ensure capital protection by investing in very low risk investments like cash and call money markets. However, the returns generated may also be on the lower side due to the investment pattern. At inception, investments up to 20% can be allocated to this fund.

b. Choice to switch between investment options

If at a later stage your financial priorities change, you can switch between the various investment options at any time. There is a provision of 4 free switches every policy year, subject to the condition that the minimum switch amount is Rs.10,000. Any switch beyond this limit will be charged at Rs.100 per switch.

↑ Increasing risk/reward	High	Equity & Related Security. Max.: 100% Debt, Money Market & Cash. Max.: 25%	Maximiser (Growth)
	Average	Debt, Money Market & Cash. Min.: 60% Equity & Equity Related securities. Max.:40%	Balancer (Balanced)
	Moderate	Debt Instruments. Max.:100% Money Market & Cash. Max.: 25%	Protector (Income)
	Low	Debt Instruments: Max.: 50% Money Market & Cash: Min.: 50%	Preserver

c. Choice of a Top-up

Top-up your investment any time you have surplus funds. The Top-ups will not have any effect on the Sum Assured of the product. The minimum amount of Top-up is Rs.5,000.



Flexibility <<

a. Increase your death benefit

At various stages of your life your liabilities may increase—marriage, children, a new home, children leaving home for higher studies. LifeTime lets you increase your death benefit without any underwriting during special events 3 times or every third year up to 3 times. This increase is @ 25% of original death benefit or Rs.1,00,000 whichever is lower, each time. You can also increase your protection at higher levels at any policy anniversary subject to underwriting rules.

b. Decrease your death benefit

Over time your liabilities may decrease too - various loans get paid off, your children become independent and so on. So, if you want to decrease your death benefit, you can do that too, at any policy anniversary.

c. Premium holiday option

If you had been making premium payments for at least 3 years and then miss out on the subsequent payments, your policy will not lapse. We will ensure that you continue to be covered and will adjust your mortality premiums against your unit fund.

d. Flexible contribution

You can increase or decrease your annual contribution. The maximum decrease in the contributions can be up to 20% of the initial contribution chosen by you at the time of inception of the policy. However, in no circumstances

can the contribution be reduced to below the minimum premium allowed under the plan at that time, or 80% of the initial chosen contribution, whichever is higher. You have the flexibility to increase your contribution without any limits. Any such increase or decrease in contribution will only be allowed on policy anniversaries.



Other Benefits <<

a. Additional allocation of units

As the policyholder you would be provided with additional allocations on a periodic basis. These would depend upon the total value of units of the policy. The schedule of the additional allocation would be as follows:

Average Value Of Units*	Additional allocation as a % of Average Unit Value
< = 75,000	0.20%
75,001-5,00,000.	0.25%
5,00,001-10,00,000.	0.30%
10,00,001-50,00,000.	0.35%
50,00,001 and above.	0.40%

These allocations would be made at the end of 4th, 8th and 12th policy year. The allocations would only be paid if the regular contributions till that year are completely paid or on the actual payment of the premium due for the 4th, 8th and 12th policy year, where such premiums remain unpaid. The levels of allocation (as mentioned) above are guaranteed in the 4th, 8th and 12th year, depending on your value of units. However, your value of units are not guaranteed.

**The Average Unit Value is the average of the value of the daily fund value of the year preceding the date of additional allocation.*

b. Surrender Values

This policy acquires a surrender value after three complete years of the policy, provided the first three years' premiums are paid. The Surrender Value is 100% of the value of investments.

c. Loan against the policy

After the policy has acquired a surrender value, you can avail of a loan under this policy. An interest will be charged on the loan, as per the prevailing rate at that time. No partial withdrawals can be made during the loan period. In case the loan amount along with the accrued unpaid interest becomes equal to the value of the units, then the policy will be terminated. Loans will be subject to the terms and conditions applicable to loans at the time of availing the loan.

What are the charges?

a. **Premium Allocations:** The premium allocation would be based on the annual contribution limits. The yearly allocation schedule would be as follows:

Contribution Range	1st year	2nd year	3rd year onwards
18,000-49,999	80%	92.5%	96%
50,000 and above	82%	92.5%	96%

b. **Annual Administrative and Fund Management charges:** The annual administrative and fund management for the four funds are a percentage of the Net Asset Value (NAV). The charges are as follows:

Fund type	Investment Charge
Maximiser	2.25%
Balancer	2.25%
Protector	1.50%
Preserver	0.75%

c. **Mortality charges:** Mortality charges will be deducted on a monthly basis on the calculated value of life cover. Life cover is the difference between the Sum Assured and the value of investments. These are a set of renewable charges depending upon the age of the policyholder, at the time of deduction of mortality charges.

d. **Top-up charges:** Top-up charges will be 1% of the Top-ups.

e. **Switch charges:** Except for the 4 free switches allowed every policy year, all other switches will be charged at Rs.100 per switch.

This plan is designed for you, if you are looking for opportunities to maximise savings through payment of regular contributions for a stipulated period, to fulfill long-term needs and protect your family.

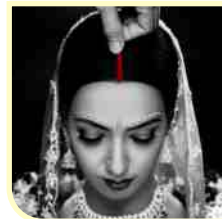
What are the limits or conditions applicable? (For LifeTime)

Age at entry

Minimum age at entry: 0 years

Maximum age at entry: 60 years (completed years)

LifeTime II



Benefits <<

Death Benefit: In case of unfortunate death of the life assured, the Death Benefit will be higher of the Sum Assured or the value of the units at the time of death, less any withdrawals made before death. However, in case the life

assured is less than 7 years, or more than 70 years of age at the time of death, the value of units will be paid.



Options ◀◀

Liquidity Option¹: There is no maturity date of this policy. Any time after you have paid the contribution for 3 full years, you can make partial withdrawals

at no penalty to meet your immediate requirements. The minimum amount of partial withdrawal has to be Rs. 2,000. You can also opt for complete withdrawal (surrender) after one full year's premium has been paid.

a. This product offers two options of the Sum Assured:

Level 1: The base Sum Assured remains a multiple of the annual contribution and will remain the same throughout the tenure of the policy.

Sum Assured = Annual contribution × A multiple

As the policyholder you have the choice of the multiple, subject to a minimum multiple of 7 and a maximum multiple of 150, or the maximum available as per the age.

Level 2: You can choose this option if you want to increase your Sum Assured, along with the increase in your responsibility and need for insurance. The base Sum Assured starts increasing by 15% (of the initial amount) from the beginning of the 4th year till the beginning of the 10th year of the policy. However, each increase cannot be more than Rs. 3,00,000. This option is available to all individuals between 18 to 35 years of age. There will be an additional charge (over and above mortality charges) that will be levied to provide the guaranteed increases in the Level 2 Sum Assured.

b. Choice of investment plan

You have the option to choose how you want your investments to grow, based on the objectives of each of the plans.

Maximiser II: If high growth is your priority, this is the plan for you. You can enjoy long-term capital appreciation from a portfolio that is invested primarily in equity and equity-related securities.

Protector II: If on the other hand, your priority is steady returns, you can opt for the Protector Plan. Here, you can accumulate a steady income at a low risk across a medium to long-term period from a portfolio which is primarily invested in fixed income securities.

Balancer II: If you prefer a balance of growth and steady returns, choose our Balancer Plan. This would ensure that your portfolio is invested in equity and equity-linked securities, as well as in fixed income securities.

Preserver: The objective of this plan is to ensure capital protection by investing in very low risk investments like cash and call money markets. However, the returns generated may also be on the lower side due to the investment pattern. At inception, investments up to 20% can be allocated to this fund.

c. Choice to switch between investment options

If at a later stage, if your financial priorities change, you can switch between the various investment options at any time. There is a provision of 4 free switches every policy year, subject to the condition that the minimum switch amount is Rs.10,000. Any switch beyond this limit will be charged at Rs.100 per switch.

Increasing risk/reward ↑	High	Equity & Related Security. Max.: 100% Debt, Money Market & Cash. Max.: 25%	Maximiser II (Growth)
	Average	Debt, Money Market & Cash. Min.: 60% Equity & Equity Related securities. Max.: 40%	Balancer II (Balanced)
	Moderate	Debt Instruments. Max.: 100% Money Market & Cash. Max.: 25%	Protector II (Income)
	Low	Debt Instruments: Max.: 50% Money Market & Cash: Min.: 50%	Preserver

d. Choice of a Top-up

Top-up your investment any time you have surplus funds. The Top-ups will not have any effect on the Sum Assured of the product. The minimum amount of Top-up you can make is Rs. 5,000.



Flexibility ◀◀

a. Flexible Sum Assured

Increase your Sum Assured
At various stages of your life, your liabilities may increase - marriage, children, a new home,

children going abroad for higher studies. LifeTime II offers you the flexibility to increase your death benefit any time during the term, depending upon your changing protection requirement. However, any such increase would be subject to underwriting at the time of such increase. This increase is over and above the increase in Sum Assured under Level 2.

Decrease your Sum Assured

Over time, your liabilities may decrease too - various loans get paid off, your children become independent and so on. With LifeTime II, you also have the option of

decreasing your Sum Assured. However, any increase after the decrease in Sum Assured will be subject to underwriting and can be done only at policy anniversary.

b. Flexible contribution

You can increase or decrease your annual contributions. The maximum decrease in the contributions can be up to 20% of the initial contribution chosen by you at the time of inception of the policy. However, under no circumstances can the contributions be reduced to below the minimum premium allowed under the plan at that time, or 80% of the initial chosen contributions, whichever is higher. You have the flexibility to increase your contributions without any limits. Any such increase or decrease in contributions will only be allowed on policy anniversaries.

c. Automatic Cover Continuance

This is a facility provided by the product wherein, the insurance cover under the policy continues even if there is a temporary break in the payment of annual contribution after 3 years' premiums have been paid. During this period, the cover continues by deducting mortality charges (in terms of units) from the value of investments. However, this facility can be availed subject to two conditions:

- i) The break in contribution can only be availed, in case contributions till that date are paid off.
- ii) Until 10 years' premiums have been paid, this facility can be availed for a maximum of two years at a time.

After 10 years' premiums have been paid, you can avail of this facility without the above-mentioned conditions.



Other Benefits ◀◀

a. Additional allocation of units to policyholders

As a policyholder you would be provided with additional allocations on a periodic basis.

These would depend upon the total value of units of the policy. The schedule of the additional allocation would be as follows:

Average Value Of Units*	Additional allocation as a % of Average Unit Value
< =75,000	0.15%
75,001-5,00,000.	0.20%
5,00,001-10,00,000.0.	25%
10,00,001-50,00,000.	0.30%
50,00,001 and above.	0.35%

These allocations would be made at the end of the 4th, 8th and 12th policy year. The allocations would only be paid if the regular contributions till that year are completely paid, or on the actual payment of the premium due for the 4th, 8th and 12th policy year, where such premiums remain unpaid. (The levels of allocation as mentioned above are guaranteed in the 4th, 8th and 12th year, depending on your value of units. However, your value of units are not guaranteed.)

**The Average Unit Value is the average of the value of the daily fund value of the year preceding the date of additional allocation.*

b. Surrender Values

This policy allows surrender after 1 year's contribution is paid. The surrender values available to you as the policyholder will be as follows:

Before 1 year's contribution is paid	Nil
After 1st year's contribution is paid	25% of Value of Investments
After 2nd year's contributions are paid	40% of Value of Investments
After 3rd year's contributions are paid	60% of Value of Investments
After 4th year's contributions are paid	100% of Value of Investments

c. Loan against the policy

After the policy has acquired a surrender value, you can avail of a loan under this policy. Interest will be charged on the loan, as per the prevailing rate at that time. No partial withdrawals can be made during the loan period. In case the loan amount along with the accrued unpaid interest becomes equal to the value of the units, then the policy will be terminated. Loans will be subject to the terms and conditions applicable to loans at the time of availing the loan.

What are the charges?

a. **Premium Allocations:** The premium allocation would be based on the annual contribution limits. The yearly allocation schedule would be as follows:

Contribution Range	% Allocation of the Premium			
	1st Year	2nd - 5th Year	6th - 10th Year	11th Year onwards
Up to 35,999	81%	96%	98%	99%
36,000-99,999	83%	96%	98%	99%
100,000-4,99,999	85%	96%	98%	99%
5,00,000+	88%	96%	98%	99%

b. Administrative and Fund Management charges:

An administrative charge of Rs. 60 per month will be levied by cancellation of units. The annual fund-related charge on the various funds are as follows:

Fund type	Investment Charge
Maximiser II	1.50%
Balancer II	1.00%
Protector II	0.75%
Preserver	0.75%

c. Mortality charges: This charge will be deducted on a monthly basis on the calculated value of life cover. Life cover is the difference between the Sum Assured and the value of investments. These are a set of renewable charges depending upon the age of the policyholder, at the time of deduction of mortality charges. Age-wise mortality rates are available in the mortality table. The rates applicable for the two Sum Assured levels would be different.

Age at entry (years.)	Mortality Charges (per Rs. 1000 Sum at Risk)	
	Level 1 Sum Assured	Level 2 Sum Assured
30	1.44	1.61
40	2.39	2.73
50	5.59	6.46

d. Top-up charges: Top-up charges will be 1% of the Top-ups.

e. Switch charges: Except for the 4 free switches allowed every policy year, all other switches will be charged at Rs.100 per switch.

What are the limits or conditions applicable? (For LifeTime II)

Minimum age at entry: 0 years (18 years for Level 2 Sum Assured option)

Maximum age at entry: 60 years (35 years for Level 2 Sum Assured option)

Maximum age of cover: 70 years

Add-on Riders

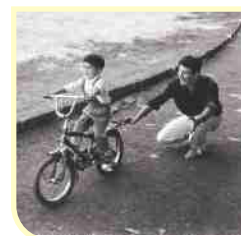
We ensure that you are prepared for any eventuality, with a choice of riders along with the Death Benefits to give you total protection - all at a marginal extra.

- **Accident and Disability Rider:** In the unfortunate event of accidental death, apart from the emotional trauma, there are financial liabilities a family must face. This rider offers cover against Accident and Disability. In the event of death due to accident, the nominee gets an additional Sum Assured under the rider.

- In case of accidental death while travelling by mass surface transport, the nominee will get twice the Sum Assured under this rider.

- In the event of total and permanent disability due to an accident, which impairs one's capacity to earn, 10% of the Sum Assured is paid every year for 10 years.

- **Waiver of Premium Rider (LifeTime II only):** This rider pays the contributions to the fund on your behalf in case of a total and permanent disability due to an accident. This benefit is provided till the end of the rider term. The minimum age of entry is 18 years and the maximum age of entry is 55 years. The maximum premium that can be waived under this rider is Rs.10,00,000. This benefit is provided for a maximum of 30 years subject to a maximum age of 65 years, for expiry of this cover. The minimum term is 10 years.



- **Critical Illness Rider:** In the event of the life assured contracting any of the specified critical illness, an additional payment



an additional payment equivalent of the Sum Assured under the rider would be made. The cover is available up to a maximum of 65 years of age. Claims for critical illnesses are not admitted for the first 6 months of the policy. This benefit is payable on the basis of the life assured surviving 28 days from such diagnosis. The minimum age of entry is 18 years and the

maximum age of entry is 55 years. Minimum Sum Assured is Rs.1,00,000 and maximum Sum Assured is Rs.10,00,000.

For further details on the Riders, please call on the numbers provided and ask for the Rider brochure.

How is Unit Value calculated ?

Unit Value is calculated daily on a forward pricing basis.

$$\text{Unit Value} = \frac{\text{Market / Fair Value of the relevant Plan's Investments plus Current Assets less Current Liabilities and Provisions}}{\text{Number of Units outstanding under the relevant Plan}}$$

What are the Tax benefits?

The premiums paid by you are eligible for tax benefit under Section 80C. Any amount paid to you in form of withdrawals or other benefits will be eligible for tax benefits under Section 10(10 D).

The deductions made towards Rider charges for the Critical Illness and Major Surgical Assistance Riders are eligible for deduction under Section 80D. All tax benefits are subject to prevailing tax laws.

TERMS & CONDITIONS

Revision of charges

- The Company reserves the right to change the investment charge at any time with prior approval from the Insurance Regulatory and Development Authority up to a maximum of 1.50% per annum of the net assets for each of the plans. (For LifeTime only)
- The Company reserves the right to change the annual administrative charge at any time with prior approval from the Insurance Regulatory and Development Authority (IRDA) up to a maximum of 2% per annum of the net assets for each of the plans. (For LifeTime only)
- The Company reserves the right to change the Fund related Charge at any time with prior approval from the IRDA up to a maximum of 2% per annum of the net assets. (For LifeTime II only)
- The Company reserves the right to change the fixed monthly Administration charge at any time with prior approval from the IRDA up to a maximum of Rs.120/- per month. (For LifeTime II only)
- The Company reserves the right to revise the Charges including the right to change the manner in which Charges are to be recovered. The Company also reserves the right to introduce new Charges. Any revision or introduction will be with prospective effect with approval from IRDA and after giving notice to the policyholders.
- The Policyholder who does not agree with the above, shall be allowed to withdraw the units in the Plans at the then prevailing unit value and terminate the policy.

Risks of Investment in the Units of the Plans

The Proposer / Life Assured is aware that the investment in the Units is subject to the following risks:

- LifeTime and LifeTime II are only the names of the Policies and

do not in any way indicate the quality of the Policies, its future prospects or returns.

- Protector and Protector II (Income Plan), Maximiser and Maximiser II (Growth Plan), Balancer and Balancer II (Balanced Plan) and Preserver (Short-term Money Market Plan) are the names of the Plans and do not in any manner indicate the quality of the Plan, their future prospects or returns.
- The investments in the Units are subject to market and other risks and there can be no assurance that the objectives of any of the Plans will be achieved.
- The Unit Value of the Units of each of the Plans can go up or down depending on the factors and forces affecting the financial and debt markets from time-to-time and may also be affected by changes in the general level of interest rates.
- The past performance of other Plans of the Company is not necessarily indicative of the future performance of any of these Plans.
- The Plans do not offer a guaranteed or assured return.
- All benefits payable under the Policy are subject to the tax laws and other financial enactments, as they exist from time-to-time.

Exclusions / Conditions

- Suicide: If the Life assured commits suicide whether sane or insane, within one year from the date of commencement of this policy, the policy shall be void and the premiums paid will be refunded after deducting the expenses incurred by the Company for the issue of the policy.
- For rider exclusions, please refer to the detailed rider brochure.
- Service Tax and education cess will be charged extra as per applicable rates.

¹ In case of partial withdrawals, you need to maintain a minimum balance of Rs.10,000 across all funds. In case the unit value is inadequate to cover charges, the Policy will terminate.

Apply today!

Customer Service Helpline

Timings: 9.00 A.M. to 9.00 P.M. (Monday to Saturday).

State	Number	State	Number
Andhra Pradesh	9849577766	Maharashtra (Mumbai)	9892577766
Chattisgarh	9893127766	Maharashtra (Rest)	9890447766
Delhi	9818177766	Punjab	9815977766
Goa	9890447766	Rajasthan	9829277766
Gujarat	9898277766	Tamil Nadu (Chennai)	9840877766
Haryana (Karnal)	9896177766	Tamil Nadu (Rest)	9894477766
Haryana (Faridabad)	9818177766	Uttar Pradesh (Agra, Bareilly, Meerut, Varanasi)	9897307766
Karnataka	9845577766	Uttar Pradesh (Kanpur, Lucknow)	9935277766
Kerala	9895477766	Uttaranchal	9897307766
Madhya Pradesh	9893127766	West Bengal (Kolkata)	9831377766

**For all other cities kindly Call our Customer Service Toll Free Number 1600-22-2020
From your MTNL or BSNL line.**

Visit us at www.iciciprulife.com



We cover you. At every step in life.

Registered office: ICICI Prudential Life Insurance Company Limited, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025.

This Product Brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy. It forms an integral part and must be read in conjunction with the Benefit Illustration and Exclusion sheet. In the event you have received any one of these documents, please write to at wecoveru@iciciprulife.com. For further details, please refer to the policy document. Investments are subject to market risks. Refer policy documents for risk factors. ICICI Prudential Life Insurance Company Limited. Insurance is the subject matter of the solicitation. LifeTime: Form No.UL6. LifeTime II: Form No.U19. Service tax and education cess will be charged extra as per the applicable rates.

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