

ICICI Pru
Pinnacle^NSuper
Unit Linked Insurance Plan



Wealth

Solutions



*Please note that Highest NAV Fund is the name of a fund available. The product offers highest NAV of the inbuilt funds only. For details, please read overleaf.

You make a lot of choices in your life. You choose a career, where you stay, who you marry and so on. Should you also not have a choice when it comes to how to save your hard earned money? ICICI Pru Pinnacle Super is a unit linked insurance plan that offers you multiple choices on how to invest your savings. This plan also offers you a choice of how many premiums you want to pay while allowing you to enjoy insurance protection for the policy term

Key benefits of ICICI Pru Pinnacle Super

- Choose how to save: Choose a personalized investment option from:
 - Fixed Portfolio Strategy: Option to allocate your savings in the funds of your choice including options to guarantee the highest NAV achieved by your fund^{T&C 29}.
 - Smart Trigger Portfolio Strategy: A unique portfolio strategy that books gains made in equity markets and reinvests these gains in the funds of your choice.
- Choose your guarantee: Choose a level of guarantee^{T&C 29} most suited to your risk appetite:
 - Highest NAV Funds¹
 - Highest NAV Fund A² Guarantees you the highest NAV recorded on a daily basis within the first seven years of the launch of the series, at maturity, subject to a minimum of Rs. 10.
 - Highest NAV Fund B² Guarantees you 110% of the highest NAV recorded on a daily basis within the first seven years of the launch of the series, at maturity, subject to a minimum of Rs. 11.
 - Highest NAV Fund C² Guarantee of the highest NAV recorded on a daily basis within the first seven years of the launch of the series, subject to a minimum of Rs. 15
 - Return Guarantee Fund: Guarantees you the higher of the prevailing NAV or the Guaranteed NAV at the termination of each tranche
- Choose how long you wish to save: Choose between paying premiums only once or for a limited period of 5 years
- Get rewarded with a Loyalty Addition of 2% of the fund value at maturity
- Get tax benefits on premiums paid and benefits received, as per the prevailing tax laws^{T&C 3}

How does the policy work?

- Decide your premium amount and the premium payment option
- Choose the Sum Assured as per your protection needs
- Decide where you want your premiums to be invested as per your risk appetite

¹The Highest NAV Fund A, Highest NAV Fund B and Highest NAV Fund C will consist of a number of closed ended series and will be offered for new business sales for a limited period of time. Only one of the above Highest NAV funds will be available to the Policyholder at policy inception. The Policyholder may allocate renewal premiums only to the series of the Highest NAV fund chosen at inception, or to any other non Highest NAV fund. Please contact your advisor or FSC or e-mail us on lifeline@iciciprulife.com regarding their availability.

² The first series will not be numbered. Subsequent series will be suffixed, II, III, IV etc.



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

- On maturity of your policy, receive your maturity benefit as a lumpsum to meet your financial goals
- In the unfortunate event of death of the Life Assured during the term of the policy, the nominee will receive the Death Benefit to meet any financial liabilities

ICICI PruPinnacle Super at a glance			
Modes of Premium Payment	Yearly		
Premium Payment Options	Premium Payment Term		
One Pay	1 Year		
Five Pay	5 Year		
Policy Term	10 years (fixed)		
Minimum Sum Assured		One Pay	Five Pay
	Age at entry < 45 years	125%* of Premium	10 X annual Premium
	Age at entry > = 45 years	125%* of Premium	7 X annual Premium
Maximum Sum Assured		One Pay	Five Pay
	Age at entry < 60 years	500% of Premium	As per maximum Sum Assured Multiples
	Age at entry > = 60 years	125%* of Premium	As per maximum Sum Assured Multiples
Minimum Age at Entry	8 years		
Maximum Age at Entry	70 years, in case of One Pay 65 years, in case of Five Pay		
Minimum Age At Maturity	18 years		
Maximum Age At Maturity	80 years, in case of One Pay 75 years, in case of Five Pay		
Tax Benefits	Premium and any benefit amount received under this policy will be eligible for tax benefit as per the prevailing Income Tax laws ^{TAC-3} .		

* If the Sum Assured under the policy is 125% of Single Premium:

- Tax benefit u/s 80C will be limited only up to 20% of Sum Assured
- Tax benefits u/s 10(10D) will not be available and benefits received under the policy will be taxable

To ensure that your policy continues for the entire policy term, premiums must be paid for the selected premium payment term. Please assess whether you can afford to pay these premiums before purchasing the policy.



Choice of multiple portfolio strategies

ICICI Pru Pinnacle Super allows you the choice of two unique portfolio strategies. You may invest in any one or both of these strategies in any proportion:

1. Fixed Portfolio Strategy
2. Smart Trigger Portfolio Strategy

Fixed Portfolio Strategy

This strategy helps you to manage your investments actively. Under this strategy, you can choose from any of the following fund options ^{TAC-4}. You can switch between these funds using our switch option.

The details of the funds are given in the table overleaf:

Fund Name & Its Objective	Asset Allocation	% (Min)	% (Max)	Risk-Reward Profile
Highest NAV Fund A ² : To generate optimal returns through equity exposure while using debt instruments to manage the guarantee. Investments will be in fixed income instruments as well as equity in appropriate proportions depending on market conditions prevalent from time to time. ULIF 115 15/03/11 LHighNavA 105	Equity & Equity Related Securities Debt, Money Market & Cash	0% 0%	100% 100%	Moderate
Highest NAV Fund B ² : To generate optimal returns through equity exposure while using debt instruments to manage the guarantee. Investments will be in fixed income instruments as well as equity in appropriate proportions depending on market conditions prevalent from time to time. ULIF 116 15/03/11 LHighNavB 105	Equity & Equity Related Securities Debt, Money Market & Cash	0% 0%	100% 100%	Moderate
Highest NAV Fund C ² : To generate optimal returns through equity exposure while using debt instruments to manage the guarantee. Investments will be in fixed income instruments as well as equity in appropriate proportions depending on market conditions prevalent from time to time. ULIF 117 15/03/11 LHighNavC 105	Equity & Equity Related Securities Debt, Money Market & Cash	0% 0%	100% 100%	Moderate
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. ULIF 086 24/11/09 LOpport 105	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. ULIF 085 24/11/09 LMCapGro 105	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. ULIF 087 24/11/09 LBluChip 105	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Maximiser V: To provide long-term capital appreciation through investments primarily in equity and equity-related instruments. ULIF 114 15/03/11 LMaximis5 105	Equity & Equity Related Securities Debt, Money Market & Cash	75% 0%	100% 25%	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. ULIF 088 24/11/09 LMCapBal 105	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. ULIF 089 24/11/09 LIncome 105	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. ULIF 090 24/11/09 LMoneyMkt 105	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. 5 year tranche: ULIF 123 10/09/11 LRGF(T12) 105 ³ 10 year tranche: ULIF 124 10/09/11 LRGF(S5) 105 ³	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 in equity and equity related securities is determined by reference to the P/E multiple on the NIFTY 50; the remainder is to be invested in debt instruments, money market and cash. ULIF 097 11/01/10 LDynmicPE 105	< 14	90% to 100%	High
	14 - 16	80% to 100%	
	16 - 18	60% to 100%	
	18 - 20	40% to 80%	
	> 20	0% to 40%	

²The SFIN for subsequent tranches shall be determined at the time of seeking Authority's approval for launch of each new RGF tranche and shall be represented as: For 5 year tranche: ULIF XXX dd/mm/yy LRGF(TX) 105 & For 10 year tranche: ULIF XXX dd/mm/yy LRGF(SX) 105

³The Return Guarantee Fund (RGF) consists of closed 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 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.

You have the 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, except the Highest NAV 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.

³Only one of the Highest NAV Funds will be available to the Policyholder at policy inception.²Source: 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	1000	Rs. 16,000
Scenario 2	Rs. 15	Rs. 14	Rs. 15	1000	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 investment in Money Market Fund and transfer a chosen amount every month into any one of the funds: Bluechip Fund, Maximiser V Fund, Multi Cap Growth Fund, Dynamic P/E Fund or Opportunities Fund^{T&C 7}.

Smart Trigger Portfolio Strategy

This strategy enables you to invest on the principle of “buy low, sell high” by taking advantage of substantial equity market swings. You can reinvest gains made from equity market investments into the Smart Trigger Portfolio Strategy or in any one of the funds available within the Fixed Portfolio Strategy other than the RGF, Highest NAV Fund A, Highest NAV Fund B or Highest NAV Fund C.

Your investments will initially be distributed between two funds – Smart Trigger Equity Fund (STEF), an equity oriented fund, and Smart Trigger Debt Fund (STDF), a debt oriented fund - in a 75%:25% proportion. This allocation may later change on account of market movements. Your portfolio will be adjusted on the occurrence of a trigger event.

Working of the strategy

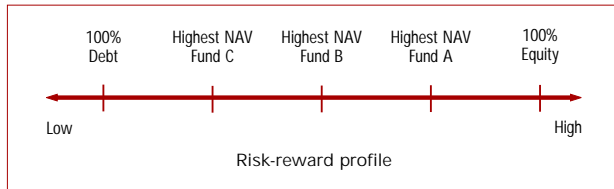
1. A trigger event is defined as a 10% upward or downward movement in NAV of STEF since the previous rebalancing. The NAV of STEF at the start of your policy will be the basis for the first trigger event.
2. On the occurrence of a trigger event, the value of units in STEF in excess of three times the value of units in STDF is considered as gains and will be invested in the reinvestment option selected by you. This reinvestment is done by redemption of appropriate units from STEF, while maintaining the asset allocation between STEF and STDF at 75%:25%.
3. In case there are no gains to be capitalized, units in STEF and STDF will be distributed to re-establish a 75%:25% ratio.

There are two funds in Smart Trigger Portfolio Strategy. Details of the funds are given in the table below.

Fund Name & its Objective	Asset Allocation	% (Min)	% (Max)	Risk-Reward Profile
Smart Trigger Equity Fund: To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of large, mid and small cap companies. ULIF 118 15/03/11 LSTEquity 105	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Smart Trigger Debt 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. ULIF 119 15/03/11 LSTDebt 105	Debt Instruments Money Market & Cash	100%	100%	Low

Understanding Highest NAV Funds

Three Highest NAV Funds are available under this product with different levels of guarantee. Only one of the Highest NAV Funds will be available to the Policyholder at policy inception. In terms of risk-reward profiles, the three funds are illustrated below:



The 'highest NAV Guarantee' offered is linked to the performance of the applicable funds and not solely to the equity market index.

The highest NAV recorded on a daily basis in the first seven years of launch will be applicable only at maturity. The period of seven years starts from the date of launch of these funds and will end on the completion of seven years (from dd/mm/yy to dd/mm/yy). Guaranteed NAVs are based on the NAV of the fund series in which the premiums are invested.

How do Highest NAV Funds work?

At inception of the Highest NAV Funds, assets will be largely invested in equities. The allocation between equity and debt will be dynamically and continuously managed depending on prevalent market conditions. Assets in equity may be reallocated to debt if equity markets fall, or if interest rates fall, in order to manage the guarantee ^{TAC 5}. Over time it is expected that the asset mix will be reallocated from equity to debt to manage the guarantee. This regular reallocation will in turn determine the returns generated by these funds.

Since the funds have a mix of equity and debt, the highest NAVs of these funds will not be the same as the highest level of the equity markets over the 7 year period.

For example: If the Sensex moves from 15,000 to 30,000 (100% growth), the Highest NAV Fund A NAV will not necessarily move from Rs.10 to Rs.20 (100% growth).

Under normal circumstances, it would be fair to expect returns similar to balanced funds (funds that invest in both equity and debt).

Also, over a period of 7 years, in case of a sudden falls in the equity market or interest rates, fund allocation will completely move to debt in order to safeguard your investments. Hence, this shift in portfolio towards debt will help to protect your highest NAV achieved prior to the fall. Post this, the fund allocation may not be shifted back to equities again.

Benefits in detail

Maturity Benefit

On maturity of the policy, you will receive

- In case of RGF, Highest NAV Funds A, Highest NAV Fund B and Highest NAV Fund C – higher of applicable guaranteed value and fund value
- In case of all other funds – the fund value

Fund Value = Prevailing NAV on the day of maturity X Units at maturity
Guaranteed Value = Applicable Guaranteed NAV X Units at maturity

The Guaranteed NAV will be as follows:

1. RGF - Rs. XX.XX or the prevailing NAV of the RGF as on that date, whichever is higher.
2. Highest NAV Fund A - highest NAV recorded on a daily basis within the first seven years of the launch of the series
3. Highest NAV Fund B - 110% of the highest NAV recorded on a daily basis within the first seven years of the launch of the series
4. Highest NAV Fund C - the highest NAV recorded on a daily basis within the first seven years of the launch of the series, subject to a minimum of Rs. 15

Death Benefit

In the unfortunate event of death of the Life Assured during the term of the policy, the nominee shall receive:

- In case of One pay option: Higher of Sum Assured and Fund Value[#]
- In case of Five pay option: Sum Assured plus Fund Value[#]

Death Benefit shall not be less than 105% of the total premiums (including top-up premiums) paid, less applicable partial withdrawals.

Loyalty Additions

On maturity, a Loyalty Addition will be made to the policy by allocation of extra units. This will be 2% of the policy's Fund Value as on the day of maturity. Loyalty Addition will be based on the prevailing NAVs and not on Guaranteed NAVs, if any.

Loyalty Addition would be made by allocation of extra units at the end of the year.

Transfer in Portfolio Strategy (TIPS)

You can transfer part or all of your funds from one portfolio strategy to the other once every policy year free of cost. Any unutilized TIPS cannot be carried forward.

Top up

You can invest your surplus money over and above your regular premiums into the policy. The Top up premiums can be invested in the funds and strategy of your choice except in Highest NAV Fund A, Highest NAV Fund B and Highest NAV Fund C.

The minimum amount of top up is Rs. 2,000. Your Sum Assured will increase when you avail of a top up and you can choose an increase of either 125% or 500% of the top up premium amount.

Top up premiums can be paid any time during the first five years of the policy, subject to underwriting, so long as all due premiums have been paid. A lock-in period of five years would apply for each top up premium for the purpose of partial withdrawals.

Premium Redirection

You would need to specify the strategies, funds and the proportion in which you want to invest your premiums in them at the inception of the policy. You may change this for subsequent premiums without any charge. However, premiums cannot be redirected to Highest NAV Fund A, Highest NAV Fund B and Highest NAV Fund C.

This benefit is not applicable for the One Pay option.

Partial Withdrawal Benefit

Partial withdrawals are allowed after completion of five policy years. You can make one partial withdrawal every policy year, up to a maximum of 20% of the Fund Value. The partial withdrawals are free of cost. The minimum partial

withdrawal amount is Rs. 2,000^{T&C2}.

In case you make withdrawals from RGF, Highest NAV Fund A, Highest NAV Fund B or Highest NAV Fund C before the maturity of the series that you are invested in, the Units will be redeemed at the prevailing NAV and not at the Guaranteed NAV.

Increase / Decrease of Sum Assured

You can increase or decrease your Sum Assured at any policy anniversary during the policy term^{T&C8}.

Switch between funds in the Fixed Portfolio Strategy

You can switch units from one fund to another within the Fixed Portfolio Strategy^{T&C 6} depending on your financial priorities and investment outlook. Switches into RGF will not be allowed if subscription to the fund is not open at the time of request or if the remaining term of the policy is less than the term of the RGF tranche open for subscription at that time.

Funds can be switched out of Highest NAV Fund A, Highest NAV Fund B and Highest NAV Fund C but switches into these funds will not be allowed.

Change in Reinvestment option in the Smart Trigger Portfolio Strategy

You can change the reinvestment option available in the Smart Trigger Portfolio Strategy once every policy year. This facility is provided free of cost.

Non Forfeiture Benefits

1) Surrender:

Surrenders are not allowed during the first five policy years. On surrender after completion of the fifth policy year, the policy shall terminate and Fund Value[#], will be paid.

On surrender of the policy all rights, benefits and interests under the policy shall be extinguished.

2) Premium Discontinuance:

This section is not applicable in case you have chosen the One Pay option.

You can choose one of the following options upon failure to pay the due premium within the grace period:

a. Revive the policy

b. Completely withdraw the policy without any risk cover

The Company shall send a notice within a period of fifteen days from the date of expiry of the grace period^{TAC12} to such a policyholder asking him/her to exercise the said options within the period of thirty days of receipt of such notice. Where the policyholder exercises the option to revive the policy, the risk cover along with investments made in segregated funds, less applicable charges as per the terms and the conditions of the policy, shall be continued.

In any case, if you do not exercise the option within 45 days of the date of expiry of grace period you shall be deemed to have completely withdrawn the policy without any risk cover.

I. Premium discontinuance:

If the policy is not revived within the period described above, the life insurance cover and rider cover, if any, shall cease. At the end of the period, the Fund Value[#] shall be transferred to the discontinued policy fund (SFIN: ULIF 100 01/07/10 LDiscont 105) after deduction of applicable discontinuance charge as described below. Thereafter, no other charges shall be deducted other than the fund management charge of 0.5% p.a. of the discontinued policy fund. In case of death before the end of the fifth policy year, the discontinued policy fund value shall be paid to the nominee.

At the end of the fifth policy year, the discontinued policy fund value shall be paid to you. The interest credited during the discontinued period is that earned by the discontinued policy fund, subject to a minimum of the interest applicable to savings bank accounts of State Bank of India or any other such rate that the Regulator mandates from time to time.

Policy revival

You may revive the policy within two years from the date of discontinuance but not later than the expiry of any lock-in period prescribed by the Regulator. Currently the lock-in period is five years.

In case of revival of policy, discontinuance charges, if any, deducted at the time of policy discontinuance will be added to the fund value of the policy fund and the total amount will be invested in the segregated fund(s) chosen by the policyholder at the NAV as on the date of such revival.

The premium discontinuance charge is given below.

Year of premium discontinuance	Premium discontinuance charge
1	6% of lower of (AP or FV), subject to a maximum of Rs. 6000
2	4% of lower of (AP or FV), subject to a maximum of Rs. 5000
3	3% of lower of (AP or FV), subject to a maximum of Rs. 4000
4	2% of lower of (AP or FV), subject to a maximum of Rs. 2000
5 and onwards	Nil

Where AP is Annual Premium and FV is the total Fund Value at the time of surrender or premium discontinuance.

In case you surrender the policy or choose to discontinue premium payment before the termination of a tranche of the RGF or before the maturity of the series of Highest NAV Fund A, Highest NAV Fund B or Highest NAV Fund C that you are invested in, the Units will be redeemed at the prevailing NAV and not at the Guaranteed NAV.

3) Foreclosure

If the fund value becomes insufficient to deduct the applicable charges under the policy, the policy shall be foreclosed immediately. On foreclosure of the policy all rights, benefits and interest under the policy shall be extinguished.

Illustration

Amount of instalment premium: Rs.100,000 Sum Assured: Rs.1,000,000
 Age at entry: 30 years Choice of Portfolio Strategy: Fixed
 Premium payment option: Five Pay

	Assumed Rate of Returns @ 6% p.a.	Assumed Rate of Returns @ 10 % p.a.
Fund Value at Maturity including Loyalty Addition	612,252	831,844

This illustration is for a healthy male with 100% of his investments in Highest NAV Fund A. 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 Insurance Council) of assumed future investment returns^{TAC11}.

Additional Protection with Riders

You can enhance your protection under the Policy by choosing from the riders available. The rider premiums payable would be calculated on the rider sum assured.

Rider	Benefits
Waiver of Premium on CI Rider	All future premiums payable under the base policy will be paid by the company in the event of 20 specified Critical Illnesses

For further details, please refer to the Rider brochure.

Charges under the Policy

Premium Allocation Charge

The premium allocation charge depends on the premium payment option chosen and is deducted from the premium amount at the time of premium payment. This charge is a percentage of the premium. Units are allocated in the chosen fund thereafter.

- One pay option

Single Premium (Rs.)	Charge (% of single premium)
< Rs. 500,000	5 %
>= Rs. 500,000	4 %

- Five pay option

Year 1	Year 2	Year 3	Year 4	Year 5
6 %	5 %	3%	3%	3%

All top up premiums are subject to an allocation charge of 2%.

Fund Management Charge (FMC)

The following fund management charges will be applicable and will be adjusted from the NAV on a daily basis. This charge will be a percentage of the Fund Value.

Fund	FMC Pa
Highest NAV Fund A	1.35 %
Highest NAV Fund B	1.35 %
Highest NAV Fund C	1.35 %
Maximiser V	1.35 %
Opportunities Fund	1.35 %
Multi Cap Growth Fund	1.35 %
Bluechip Fund	1.35 %

Dynamic P/E Fund	1.35 %
Multi Cap Balanced Fund	1.35 %
Income Fund	1.35 %
Money Market Fund	0.75 %
Return Guarantee Fund	1.25 %
Smart Trigger Equity Fund	1.35 %
Smart Trigger Debt Fund	1.35 %

These will be charged by adjustment to NAV.

There will be an additional charge for the investment guarantee, made by adjustment to the NAV, for the funds below:

- Highest NAV Fund A: 0.50% p.a.
- Highest NAV Fund B: 0.50% p.a.
- Highest NAV Fund C: 0.50% p.a.
- Return Guarantee Fund: 0.25% p.a.

Policy Administration Charge

For the One Pay option: The policy administration charge* is a percentage of the single premium amount and will be charged for the first five years, subject to a maximum of Rs. 500 per month

Policy Administration Charge per month (% of single premium)	
Year 1 to Year 5	0.12%
Year 6 to Year 10	NIL

For the Five Pay option: The policy administration charge* is a percentage of the annual premium and will be charged throughout the term of the policy, subject to a maximum of Rs. 500 per month:

Policy Administration Charge per month (% of single premium)	
Year 1 to Year 5	0.25%
Year 6 to Year 10	0.10%

Mortality Charges

Mortality charges will be deducted on a monthly basis on the life cover. In case of One pay option, life cover is the difference between Sum Assured (reduced by applicable partial withdrawals^{TMC 2}) and Fund Value at the time of deduction of charges and for Five Pay option, life cover is the Sum Assured. Indicative annual charges per thousand life cover for a healthy male and female life are as shown below*:

Age (years)	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^{TMC 15} during the policy term, they will be subject to a miscellaneous charge of Rs. 250 per alteration*.

*These charges will be deducted through redemption of units.

#This includes top up fund value, if any.

Terms & Conditions

1. **Freelook period:** If you are not satisfied with the terms and conditions of this policy, please return the policy document to the Company for cancellation within

- 15 days from the date you received it, if your policy is not sourced through Distance marketing*
- 30 days from the date you received it, if your policy is sourced through Distance Marketing*

On cancellation of the policy during the freelook period, we will return the premium paid subject to the deduction of:

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

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

*Distance marketing: Distance marketing includes every activity of solicitation (including lead generation) and sale of insurance products through the following modes: (i) Voice mode, which includes telephone-calling (ii) Short Messaging service (SMS) (iii) Electronic mode which includes e-mail, internet and interactive television (DTH) (iv) Physical mode which includes direct postal mail and newspaper & magazine inserts and (v) Solicitation through any means of communication other than in person.

2. **Partial Withdrawals:** Partial withdrawals are allowed only if the Life Assured is at least 18 years of age. Only for the purpose of partial withdrawals, lock in period for the top-up premiums will be five years or the outstanding term which ever is lesser, or any such limit prescribed by IRDA from time to time. In case of Five Pay option, partial withdrawals have no impact on your Sum Assured. However, in case of One Pay option, partial withdrawals will have the following effect on your Sum Assured:

- 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.
- 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 cesses 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, 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. If the NAV of Highest NAV Fund A, Highest NAV Fund B or Highest NAV Fund C falls below allowable limits, assets will be completely reallocated to debt.

6. The policyholder will have the option to invest future premiums or to switch existing funds into the fund of his or her choice, including the RGF if a tranche is open for subscription. However, switches into Highest NAV Fund A, Highest NAV Fund B and Highest NAV Fund C are not allowed.

7. **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, Maximiser V Fund, Dynamic P/E Fund, Multi Cap Growth Fund or Opportunities Fund/fund(s) 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.

8. Increase or Decrease in Sum Assured: An increase in Sum Assured is allowed any time, subject to underwriting, if all due premiums till date have been paid before the policy anniversary on which the Life Assured is aged 60 years completed birthday. In case of One Pay, such an increase would be allowed from 125% to 500% of the single premium paid and the cost of any medical reports and charges will be borne by the policyholder and will be levied by redemption of units. Decrease in Sum Assured is allowed from 500% to 125% of the single premium paid. Once the Sum Assured is decreased, any further increase in the Sum Assured shall be subject to underwriting. For Five Pay option, such increases or decreases would be allowed in multiples of Rs. 1,000, subject to limits. Any medical cost for this purpose would be borne by the policyholder and will be levied by redemption of units. Decrease in Sum Assured is allowed up to the minimum allowed under the given policy. Reduction in premium is not allowed.

9. Increase or decrease in premium is not allowed.

10. No policy loans are allowed under this policy.

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. Grace Period: The grace period for payment of premium is 30 days.

13. The premium payment option chosen at inception of the policy cannot be changed.

14. Complete list of Policy alterations subject to the miscellaneous charge is:

- Change in date of birth
- Change in address
- Change in payer, nominee or appointee
- Increase or decrease in Sum Assured
- Addition or deletion of riders
- Policy assignment

15. 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, including Top up Fund Value, if any, 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.

16. Unit Pricing: The NAV of each Segregated fund shall be computed as set out below, or by any other method as may be prescribed by regulation.
(Market Value of investment held by the fund plus Value of Current Assets less Value of Current Liabilities and provisions)
Divided by,
(Number of units existing under the Fund at valuation date, before any new units are created or redeemed)

17. Assets are valued daily on a mark to market basis.

18. 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.

19.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 new business applications received on the last day of the financial year, the NAV of that day would be applicable, irrespective of the cut-off time.

20.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.

21.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.

22.Section 45: No policy of life insurance effected before the commencement of the Insurance Act, 1938 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.

23.For further details, refer to the policy document and detailed benefit illustration.

24.Assignment requirements: The product shall comply with section 38 of the Insurance Act. An assignment of the policy (under Section 38 of the Insurance Act, 1938) may be made by an endorsement upon the policy itself or by a separate instrument signed in either case by the assignor specifically stating the fact of assignment and duly attested. The first assignment may be only made by the policyholder. Such assignment shall be effective, as against the Company, from and upon the service of a notice upon the Company and the Company recording the assignment in its books. Assignment will not be permitted where policy is under the Married Women's Property Act, 1874.

25.Force Majeure: Under 'Force Majeure' conditions, the Company may limit the total number of Units withdrawn on any day to 5% of the total number of Units then outstanding in the general interest of the holders of unit linked policies.

In exceptional circumstances, such as unusually high volume of sale of investments within a short period, exceptional redemption, market

conditions or political or economic 'Force Majeure' conditions, the Company may, in its sole discretion, defer the partial withdrawal of Units and the surrender of the policy for a period not exceeding one month from the date of application.

Force Majeure consists of:

- When one or more stock exchanges which provide a basis for valuation for a substantial portion of the assets of the fund are closed other than for ordinary holidays, or when the corporate office is closed other than for ordinary circumstances
- When, as a result of political, economic, monetary or any circumstances out of our control, the disposal of the assets of the unit fund are not reasonable or would not reasonably be practicable without being detrimental to the interests of the remaining unit holders
- During periods of extreme volatility of markets during which surrenders and switches would, in our opinion, be detrimental to the interests of the existing unit holders of the fund
- In the case of natural calamities, strikes, war, civil unrest, riots and bandhs
- In the event of any disaster that affects our normal functioning
- If so directed by IRDA

26. Nomination Requirements: The Life Assured, where he/she is the holder of the policy, may, at any time before the Maturity or Termination date of the policy, make a nomination (under section 39 of the Insurance Act, 1938) for the purpose of payment of the moneys secured by the policy in the event of his death. Where the nominee is a minor, he may also appoint an appointee i.e. a person to receive the money during the minority of the nominee. Any change of nomination, which may be effected before the Maturity or Termination Date of policy shall also be communicated to the Company.

The Company does not express itself upon the validity or accepts any responsibility on the assignment or nomination in recording the assignment or registering the nomination or change in nomination.

27. The social sector, as defined in IRDA (Obligations of Insurers to rural or social sectors) Regulations, 2002, is excluded from the target market

28. The expenses for medical examination, if required at the time of applying for the policy, are borne by the Company. However, this expense will be recovered from the Policyholder if the policy is cancelled during the freelook period.

29. The Guaranteed NAV for Highest NAV Fund A, Highest NAV Fund B and Highest NAV Fund C will be applicable only at maturity. Guaranteed NAV for Return Guarantee Fund will be applicable only at the termination of the tranche. These guarantees are not applicable on partial withdrawal, surrender or death. There will be an additional charge for the investment guarantee, made by adjustment to the NAV, for the funds below:
Highest NAV Fund A: 0.50% p.a., Highest NAV Fund B: 0.50% p.a., Highest NAV Fund C: 0.50% p.a. & Return Guarantee Fund: 0.25% p.a.

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 written notice to the policyholders. The following limits 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 1.5% of annual premium 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 above shall be allowed to withdraw the units in the funds at the then prevailing Fund Value.

Mortality charges, premium allocation charges and premium discontinuance 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 Pinnacle Super 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 Pinnacle Super, Highest NAV Fund A, Highest NAV Fund B, Highest NAV Fund C, Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Maximiser V 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 premiums 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, the Highest NAV Fund A, Highest NAV Fund B and Highest NAV Fund C.

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company Limited, a joint venture between ICICI Bank and Prudential plc is one of the first companies to commence operations when the industry was opened in 2000. Since inception, it has written over 10 million policies and has a network of over 1,250 offices, over 1,15,000 advisors and several bank partners.



**For more information,
please call our customer service number 1860 266 7766
Call Centre Timings: 9:00 am to 9:00 pm
Monday to Saturday, except National Holidays.**

To know more, please visit www.iciciprulife.com

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