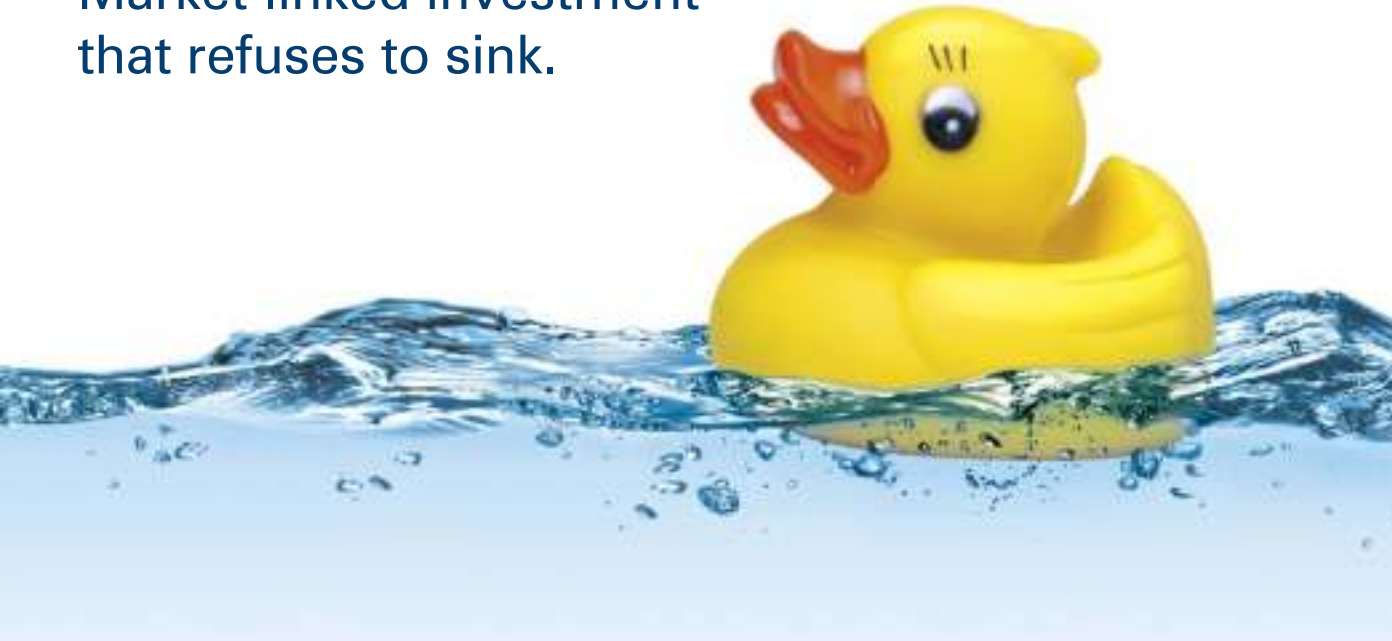


Premium
Guarantee

InvestShield Life
New

Market-linked investment
that refuses to sink.



 **ICICI PRUDENTIAL** 
L I F E I N S U R A N C E

One of the few things we know for sure in life is that it is full of uncertainties. To give you more control over your life, you need a plan that guarantees your future, no matter what uncertainties.

With this in mind, ICICI prudential Life Insurance brings you **InvestShield Life - New**, a unique market-linked insurance policy which guarantees all the premiums paid by you. This one of a kind policy allows you to enjoy the upside of potentially higher returns while guaranteeing that you will get back at least all the premiums paid by you. It also provides additional protection to your family with a life insurance cover.

Key Benefits of InvestShield Life - New

- **Premium Guarantee (Guaranteed Value):** Sum of all premiums paid is guaranteed on death or maturity .
- **Enhanced Protection:** In case of an unfortunate event of death, Sum Assured **PLUS** Fund Value or Guaranteed Value whichever is higher will be paid to the nominee.
- **Potential to earn higher returns over a long term:** By investing in a market-linked fund.



- **Cover continuance option:** Ensures continuance of life cover even if you take a break from paying premiums.
- **Avail Tax Benefits¹⁵:** on premiums paid under the Income Tax Act, 1961.

Benefits in detail

➔ Premium Guarantee

Sum of all premiums paid till date will be guaranteed on death or maturity. This guarantee will be applicable only if the policy is in force and due premiums till date have been paid.

➔ Death Benefit

In the unfortunate event of death during the term of the policy, the nominee shall receive the Sum Assured¹ plus Fund Value or Guaranteed Value, whichever is higher, subject to due premiums being paid till date.

➔ Maturity Benefit

You will be entitled to receive Fund Value or Guaranteed Value, whichever is higher, on maturity of your policy.

➔ Investment Fund

You can enjoy the benefit of earning higher returns, since up to 40% of your money is invested in equities and related securities. Given

In this policy, the investment risk in investment portfolio is borne by the policyholder.

Fund Name & its Objective	Asset Allocation	Min.	Max.	Potential Risk-Reward
New InvestShield Balanced fund : Balance of growth and steady returns	Equity & Equity Related Securities Debt, Money Market & Cash	0% 60%	40% 100%	Moderate

above is the investment objective and asset allocation of New Invest Shield Balanced Fund:

Cover Continuance Option

If at least 3 years' premiums have been paid and you wish to stop paying premium, you can opt for this option. In such a case, your life insurance cover will continue and your policy will remain in force. Applicable charges will be automatically deducted by cancellation of units.

In case the cover continuance option is chosen and the premiums have been discontinued, Premium Guarantee will cease to be applicable³. Thereafter, on maturity, only the Fund Value will be payable. In case of death, nominee will receive Sum Assured plus Fund Value.

Illustration

Annual Premium: Rs. 25,000 Sum Assured: Rs. 1,25,000

Age at entry: 30 years

Term: 10 years		
Guaranteed Fund Value	Returns @ 6 % p.a	Returns @ 10 % p.a
Rs. 2,50,000	Rs. 2,88,267	Rs. 3,57,245

Annual Premium: Rs. 50,000 Sum Assured: Rs. 3,75,000

Age at entry: 30 years

Term: 15 years		
Guaranteed Fund Value	Returns @ 6 % p.a	Returns @ 10 % p.a
Rs. 7,50,000	Rs. 9,98,605	Rs. 13,90,077

The above illustrations are for a healthy male with investment in New Invest Shield Balanced Fund.. Guaranteed Fund Value² would remain

guaranteed on death or maturity, but not on surrender. The above are illustrative returns, net of all charges. Since your policy offers variable returns, the above illustration shows two different rates of assumed future investment returns⁶.

Policy at-a-glance	
Minimum / Maximum Entry Age	0 - 65 years
Minimum/ Maximum Maturity Age	19 - 75 years
Minimum / Maximum Term	10 - 30 years
Minimum Premium	Rs.12,000 per annum
Premium Payment Frequency	Yearly, Half-yearly, Monthly
Sum Assured	Annual Premium x Term/2
Tax Benefit ¹⁵	Premiums paid for the policy will be eligible for tax benefit under section 80C. Any benefit amount received under this policy will be eligible for the tax benefit under section 10(10D).

Can I surrender my policy?

Yes, you can surrender your policy. The Surrender Values is the Fund Value after deducting surrender charges.

a)Applicable Surrender Value where 3 full year's premiums have not been paid.

Complete policy years for which premiums are paid	Surrender Values as a % of Fund Value
Less than one Year	0%
One year	25%
Two years	40%

However, this surrender value will be payable only after the completion of three policy years or whenever the policy is surrendered thereafter.

b) Applicable Surrender Values where three full years' premium have been paid and three policy years have elapsed.

No. of completed years of the Policy	Surrender Value as a % of Fund Value
3 years	50%
4 years	60%
5 years	70%
6 years	80%
7 years	85%
8 years	90%
9 years	95%
10 years and above	100%

The surrender shall extinguish all rights, benefits and interests under the policy.

What are the charges under the policy?

➤ Premium Allocation Charge

This will be deducted from the premium amount at the time of premium payment and the balance amount will be used for allocation of units in the fund.

Year 1	Year 2	Year 3 onwards
35%	15%	3%

➤ Policy administration charge

There would be a fixed policy administration charge of Rs. 40 per month*

➤ Mortality charge

Mortality charges will be deducted on a monthly basis on the Sum

Assured*. Indicative charges per thousand Sum Assured for a healthy male life are as shown below:

Age (yrs.)	<7	20	30	40	50
Rs.	0.00	1.33	1.46	2.48	5.91

➤ Fund Management charge

The annual fund management charge of 1.25% p.a. will be adjusted from the Net Asset Value (NAV).

*These charges will be deducted by cancellation of units.

Terms & Conditions

- In case the life assured is below age 7 years (age nearest birthday) at the time of death, only the Fund Value or Guaranteed Value, whichever is higher, would be payable.
- If full premium for the first three policy years is not paid and the policy is not revived within the period of two years from the due date of the last unpaid premium, then the surrender value will be paid at the end of the third policy year or at the end of the reinstatement period, whichever is later. During this period, the policyholder will continue to have the benefit of investment in the respective unit funds.
- Within 2 years of discontinuing premium payment, if the policyholder pays all due premiums, the premium guarantee will be applicable again.
- Foreclosure Condition - If premium has been paid for three full policy years and after three policy years have elapsed, if the Fund Value falls below 150% of one full year's premium, the policy shall be terminated by paying the surrender value subject to minimum of one full year's premium.
- Assets are valued daily on a mark to market basis.
- 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 allocated/redeemed), gives the unit price of the fund under consideration.

7. First premium will be allocated the NAV of the date of commencement of the policy. The premium received by outstation cheques, the NAV of the clearance date or due date, whichever is later, will be allocated.
8. Transaction requests (including renewal premiums by way of local cheques, demand draft; switches; etc.) received before the cutoff time will be allocated the same day's NAV and the ones received after the cutoff time will be allocated next day's NAV. The cutoff time will be as per IRDA guidelines from time to time, which is currently 3:00 p.m.
9. The premium shall be adjusted on the due date even if it has been received in advance. However, the status of the premium received in advance shall be communicated to the policyholder.
10. The assumed 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.
11. Increase /decrease in Sum Assured is not allowed during the term of the policy.
12. The term chosen at inception of the policy cannot be changed.
13. 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 will be paid.
14. Tax benefits under the policy are subject to conditions under section

80C and 10 (10D) of the Income Tax Act, 1961. Service tax and education cess will be charged extra by cancellation of units, as per applicable rates. The tax laws are subject to amendments from time to time.

15. A period of 15 days is available to the policyholder during which the policy can be reviewed. If the investor does not find the policy suitable, the company will return the Fund Value by repurchasing the units after deducting the Insurance Stamp Duty on the policy and any expenses borne by the company on medicals. In accordance to the Section 45 of the Insurance Act, 1938, no policy of life insurance shall after the expiry of two years from the date on which it was effected, be called in question by an insurer on ground that a statement made in proposal of insurance or any report of a medical officer or a 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 statements was on material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policyholder and that the policyholder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose.
16. 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.

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

➡ **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 be with prospective effect subject to prior approval from Insurance Regulatory & Development Authority (IRDA) and after giving a notice to the policyholders. The following limits apply are applicable.
 - Fund management charge - 2.50% p.a. of the net assets for each of the funds.
 - Policy administration charge may - Rs. 120 per month.
- 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, without any application of surrender charges and terminate the policy.

- Mortality charges, Premium allocation charge and Surrender charges are guaranteed for the policy term. Risks of investment in the Units of the Fund.

➡ **Risks of investment in the Units of the Fund**

The Proposer / Life Assured should be aware that Invest Shield Life - New is an endowment Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIPs are subject to market risks. The Net Asset Value (NAV) of the units may fluctuate based on the performance of fund and factors influencing the capital market and the policyholder is responsible for his / her decisions. ICICI Prudential Life Insurance Company Limited and InvestShield Life - New, New Invest Shield Balanced Fund are only names of the company, policy, fund respectively and do not in any way indicate the quality of the policy, fund or their future prospects or returns. The funds do not offer a guaranteed or assured return.

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 5.9 million policies and has a network of over 1,000 offices, 263,000 advisors and 22 bank partners. It is also the only life insurer in India to be assigned AAA (ind) credit rating by Fitch Ratings.

For more information call our Customer Service Toll Free Number on 1800-22-2020 from your MTNL or BSNL line.

(Call Centre Timings: 9.00 A.M. to 9.00 P.M. Monday to Saturday, except National Holidays)

Visit us at www.iciciprulife.com.

Registered Office: ICICI Prudential Life Insurance Company Limited. ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400025.

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