

Premium  
Guarantee

**InvestShield**  
— *CashBak* —

Market-linked investment  
that refuses to sink.



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

Life has a way of taking sudden turns. It may be running smoothly for you today, but tomorrow, you may be faced with unforeseen expenses. To give you more control over your life, you need a plan that guarantees your future while providing you enough liquidity to take care of your financial needs.

Keeping this in mind, ICICI Prudential Life Insurance brings you **InvestShield CashBak**, a market-linked insurance policy that guarantees all the premiums paid by you. This policy provides you the benefit of capital appreciation while maintaining a balance between return, safety and liquidity. Over and above, it also offers you the benefit of protection for your family with a life insurance cover.

## Key Benefits of InvestShield CashBak

- **Premium Guarantee (Guaranteed Value)<sup>2</sup>:** Sum of all premiums paid is guaranteed on death or maturity<sup>1</sup>.
- **Enhanced Protection:** In case of an unfortunate event of death, Sum Assured<sup>2</sup> **PLUS** Fund Value or Guaranteed Value, whichever is higher, will be paid to the nominee.
- **Partial Withdrawals:** Ensure liquidity at the time of your need, without closing the policy.



- **Potential to earn steady returns over the 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 benefits<sup>16</sup>:** On premiums paid under the Income Tax Act, 1961.

## Benefits in detail

### ➔ Premium Guarantee

Sum of all premiums paid till date minus the partial withdrawals will be guaranteed on death or maturity. This guarantee will be applicable only if the policy is in force and all 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 Assured plus Fund Value or Guaranteed Value, whichever is higher, subject to all due premiums being paid till date.

### ➔ Investment Fund

Given above is the investment objective and asset allocation of InvestShield CashBak Fund.

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 |
|---|---------------------------|------|------|-----------------------|
| InvestShield CashBak Fund: Accumulation of income through investment in various fixed income securities | Debt, Money Market & Cash | 100% | 100% | Low                   |

### ➔ Maturity Benefit

You will be entitled to receive the Fund Value or Guaranteed Value, whichever is higher, subject to all due premiums being paid till date.

### ➔ 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 Premium Guarantee will cease to be applicable<sup>5</sup>. Thereafter, on maturity, only the Fund Value will be payable. In case of death, nominee will receive Sum Assured plus Fund Value.

### Benefit 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. 2,78,485      | Rs. 3,43,177       |

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. 9,74,021      | Rs. 13,47,527      |

*The above illustrations are for a healthy male with investment in Invest Shield CashBak Fund. Guaranteed Fund Value 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 returns<sup>6</sup>.*

### ➔ Partial Withdrawal Benefit

From the 6th year onwards, you are allowed one partial withdrawal per year, up to a maximum of 10% of your Fund Value till the end of the term. Any unutilized portion of the withdrawal cannot be carried forward<sup>3</sup>.

### 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. 8,000 per annum   |
| Premium Payment Frequency     | Yearly, Half-yearly, Monthly  |
| Sum Assured                   | Annual Premium x Term/2   |
| Tax Benefit <sup>6</sup>      | Premium paid for the policy will be eligible for Tax Benefit under section 80C. Any 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 Value is the Fund Value after deducting surrender charges.

- 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 there after.

b) Applicable Surrender Value 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 |
|--------|--------|----------------|
| 55%    | 20%    | 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 |

\*These charges will be deducted by cancellation of units.

### ➡ 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.
- The Guaranteed Value is the amount of premiums paid till the date of claim, subject to adjustments due to partial withdrawals.
- The minimum partial withdrawal amount is Rs. 2,000. The minimum Fund Value post withdrawal should be equal to at least 150% of one year's premium, else the policy will be terminated and the balance Fund Value will be paid to the policyholder. Partial withdrawals are allowed only if the Life Assured is at least 18 years of age. On partial withdrawal, the Guaranteed Value will reduce by the same amount.
- 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.
5. Within 2 years of discontinuing premium payment, if the policyholder pays all due premiums, the premium guarantee will be applicable again.
  6. 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.
  7. Assets are valued daily on a mark to market basis.
  8. 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.
  9. 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.
  10. 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.
  11. 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.
  12. 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.
  13. Increase/decrease in Sum Assured is not allowed during the term of the policy.
  14. The term chosen at inception of the policy cannot be changed.
  15. 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.
  16. 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.
  17. 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.
  18. 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.
  19. 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.

20. 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 are applicable.
  - Fund management charge 2.50% p.a. of the net assets.
  - 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**

The Proposer / Life Assured should be aware that Invest Shield CashBak 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 CashBak, Invest Shield CashBak 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, a joint venture between ICICI Bank and Prudential plc, was one of the first players to commence operations when the insurance industry was opened to the private sector in 2000. Since inception the company has written over 5 million policies and has a network of over 680 offices, 2,43,000 advisors and 21 bank partners. It is also the only life insurer in India to be assigned AAA (India) 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 Center Timings: 9.00 A.M. to 9.00 P.M. Monday to Saturday, except National Holidays)**

**Visit us at [www.iciciprulife.com](http://www.iciciprulife.com).**

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

This Product Brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy. For further details, please refer to the policy document and detailed benefit illustration, before concluding a sale. In the event of conflict, if any, between the terms and conditions contained in this brochure and those contained in the policy document, the terms and conditions contained in the policy document shall prevail. Insurance is the subject matter of the solicitation.

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