

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

We cover you. At every step in life.

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, India's No. 1 private life insurer[#], 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): sum of all premiums paid is guaranteed on death or maturity¹
- Enhanced Protection: in case of an unfortunate event of death, Sum Assured² 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 market-linked fund
- Cover continuance option: ensures continuance of life cover even if you take a break from paying premiums
- Tax Benefits: on premium paid and benefits received under the policy, as per the prevailing Income Tax Laws

How does the policy work?

1. Select the premium amount and policy term as per your requirement
2. Sum Assured of your policy will be calculated as Annual Premium x Term / 2
3. After deducting premium allocation charge, the balance amount will be invested in the InvestShield CashBak fund
4. At the end of the policy term, the maturity benefit will be paid to the policy holder. This will be the Fund Value or Guaranteed Value¹, whichever is higher
5. In the unfortunate event of death, the nominee will receive Sum Assured² plus Fund Value or Guaranteed Value¹, whichever is higher

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.

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

➔ Death Benefit

In the unfortunate event of death during the term of the policy, the nominee shall receive the Sum Assured² plus Fund Value or Guaranteed Value¹, whichever is higher, subject to all due premiums being paid till date.

➔ Maturity Benefit

You will be entitled to receive the Fund Value or Guaranteed Value¹, whichever is higher, subject to all due premiums being paid till date.

➔ Investment Fund

Given below is the investment objective and asset allocation of InvestShield CashBak fund:

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

➔ 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 forward³.



➔ Cover Continuance Option

This option ensures that your life cover continues in case you are unable to pay premiums, anytime after payment of first three years' premiums. All applicable charges will be automatically deducted from the units available in your fund. You need to opt for cover continuance, if you wish to avail of this benefit⁴.

In case cover continuance option is chosen and the premiums have been discontinued, the Premium Guarantee will cease to be applicable⁵. Thereafter, on maturity, only the Fund Value will be payable. In case of death, nominee will receive Sum Assured plus Fund Value.

Can I surrender my policy?

Yes, you can surrender your policy. Surrender Value is available to you after deducting surrender charge, and would depend on the number of completed policy years. Following are the Surrender Values available after three completed policy years.

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%

For details on Surrender Values applicable before 3 years' premiums are paid, please refer to the sales literature & policy document.

Policy at-a-glance

Minimum / Maximum Entry Age	0 - 65 years
Maximum Age at Maturity	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	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), as per prevailing tax laws.



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 units will be allocated thereafter:

Year 1	Year 2	Year 3 onwards
55%	20%	3%

➔ Other Charges

Charges	Particulars												
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: <table border="1" data-bbox="337 1127 1271 1201"> <thead> <tr> <th>Age (yrs)</th> <th><7</th> <th>20</th> <th>30</th> <th>40</th> <th>50</th> </tr> </thead> <tbody> <tr> <td>Rs.</td> <td>0.00</td> <td>1.33</td> <td>1.46</td> <td>2.48</td> <td>5.91</td> </tr> </tbody> </table>	Age (yrs)	<7	20	30	40	50	Rs.	0.00	1.33	1.46	2.48	5.91
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

1. The Guaranteed Value is the amount of premiums paid till the date of claim, subject to adjustments due to partial withdrawals.
2. 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.
3. 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.
4. In case you have not opted for cover continuance option, then your life cover continues for a period of 2 years from the last premium paid (by levying applicable charges), after which your policy will be foreclosed and applicable surrender value would be paid.
5. Within 2 years of discontinuing premium payments, if the policy holder pays all due premiums, the premium guarantee will be applicable again.
6. If full premium for the first three policy years is not paid, the policy lapses, and if not revived within a period of two years from the due date of the last unpaid premium, then surrender value as applicable will be paid at the end of the third policy year or at the end of the reinstatement period, whichever is later.
7. If premium has been paid for three full policy years and after three policy years have elapsed; and the Fund Value falls below 150% of one full years' premium, the policy shall be terminated by paying the Fund Value after applying surrender charges, if applicable. This condition will also apply during the Cover Continuance stage, if opted for.
8. Increase/decrease in Sum Assured is not allowed during the term of the policy.
9. The term chosen at inception of the policy cannot be changed.
10. 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.
11. All benefits payable under the Policy are subject to the tax laws and other financial enactments as they exist from time to time. Service tax and education cess will be charged extra as per applicable rates.
12. Free look period: 15 days from the date on which you receive the policy document.
13. For further details, please refer to the sales literature and policy document.

Revision of Charges

- The Company reserves the right to revise the fund management charge & policy administration charge at any time during the term of the policy. Any revision will be with prospective effect with prior approval from Insurance Regulatory & Development Authority (IRDA) and after giving a notice to the policyholders. For further details on revision of charges, please refer to the sales literature and policy document.
- 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 and terminate the policy, without application of surrender charges.
- Mortality charges, premium allocation charges and surrender charges are guaranteed for the term of the policy.

Risks of investment in the Units of the Funds

The Proposer / Life Assured should be aware that InvestShield CashBak is a 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, InvestShield 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 fund does not offer a guaranteed or assured return.

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank and Prudential plc. It 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 2 million policies. The company has a network of over 70,000 advisors, 8 bancassurance as well as over 190 corporate agent & broker tie-ups. It is also the only life insurer in India to get IFS AAA (ind) rating, by Fitch Ratings. For the past five years, ICICI Prudential has retained its position as No. 1 private life insurer[#] in the country, with a wide range of flexible products that meet the needs of the Indian customer at every step in life. To know more about the company, please visit www.iciciprulife.com.

For more information,
please feel free to call our Customer Service Toll Free Number 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).



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

[#]In terms of weighted received premium & funds under management. This Product Brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy. For further details, please refer to the sales literature & policy document. 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. © 2006, ICICI Prudential Life Insurance Company Limited, InvestShield CashBak: Form No U47

Ver. No. 01/ InvestShield CashBak/ SO/ JAS/ w.e.f. 01 Sept 2006