

Age should decide how safe you play.

ICICI Pru _____
LifeStageRP

Adjusts equity % automatically with age.

You at 25 yrs



You at 40 yrs



You at 55 yrs



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

We have different priorities for our earnings at various life stages. Our approach towards investments also changes with age as risk tolerance gradually decreases with increasing age. Asset Allocation as an investment practice helps you strike the balance between equity and debt based on your age, risk tolerance, income level, etc. However, for this you require a financial expert who can manage your money on a day-to-day basis. Keeping this in mind, we present, ICICI Pru LifeStage RP, a ULIP with an option of lifecycle based portfolio strategy. This means that your money is continuously re-distributed across various asset classes based on your profile helping you achieve your desired financial goals.

Key benefits of ICICI Pru LifeStage RP

- Option to choose a unique and personalised lifecycle based portfolio strategy to create ideal balance between Equity and Debt
- Opportunity to earn potentially higher returns by investing in Unit Linked Funds
- Additional allocation of units at regular intervals to enhance your investment
- Ensure capital preservation at the time of policy maturity by systematic transfer to debt fund in the last 10 policy quarters
- Option to withdraw your money systematically over a period of 5 years on the maturity of the policy
- Flexibility to increase your investment by investing surplus money over and above your premiums as top ups
- Eliminate the need to time your investment with the Automatic Transfer Strategy
- In the unfortunate event of death, your nominee will receive Sum Assured and Fund Value¹
- Eligible for tax benefits on premium paid and benefits received, as per prevailing Income Tax laws²

Two unique portfolio strategies

With ICICI Pru LifeStage RP, you have the option to choose from two unique portfolio strategies. These are:

1. Lifecycle based portfolio strategy
2. Fixed portfolio strategy

• Lifecycle based portfolio strategy

This strategy takes into consideration the dynamic nature of your life and priorities. It is the ideal investment approach as your financial needs keep changing with your life stage, and require your life insurance policy to adapt itself to your changing needs.

Under the Lifecycle based portfolio strategy, your investments will be distributed between two funds Flexi Growth IV and Protector IV - in a proportion that depends on your age (Automatic Asset Allocation).

Key benefits of this strategy

• Age based portfolio management

At policy inception, your investments will be distributed between two funds Flexi Growth IV and Protector IV based on your age. As you move from one age band to another, we will re-distribute your funds based on your age. Age wise portfolio distribution is shown in the table below:

Age Band	Flexi Growth IV	Protector IV
0 - 25	85%	15%
26 - 35	75%	25%
36 - 45	65%	35%
46 - 55	55%	45%
56 - 65	45%	55%
66 - 75	35%	65%

• Quarterly Rebalancing

Your fund allocation might get altered because of market movements. We will visit your allocations every quarter and reset it to prescribed limits. This vital feature will ensure that you can take advantage of the market movements.

• Capital preservation at maturity

When policy nears maturity, you need to ensure capital preservation so that short-term market volatility at the time of maturity does not impact your investments. In order to achieve this, your investments in Flexi Growth IV will be systematically transferred to Protector IV in 10 installments in the last 10 quarters of your policy.

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

- **Fixed Portfolio Strategy**

If you prefer to allocate your investments in different classes based on your personal judgment, then you can opt for the fixed portfolio strategy.

Under this strategy, you can choose to invest fully in any one fund or allocate your premiums in the various funds, in a proportion that suits your investment needs. You have a choice of 8 funds to do the same³:

Fund	Asset Mix	Min.%	Max.%	Potential Risk Reward
R.I.C.H. IV: Returns from equity investments in four types of industries viz. Resources, Investment/Capital goods, Consumption and Human capital leveraged	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Flexi Growth IV: Long term returns from an equity portfolio of large, mid and small cap companies.	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Multiplier IV: Long term capital appreciation from an equity portfolio.	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Flexi Balanced IV: Balance of capital appreciation and stable returns from an equity (large, mid & small cap companies) & debt portfolio.	Equity & Equity Related Securities Debt, Money Market & Cash	0% 40%	60% 100%	Moderate
Balancer IV: Balance of growth and steady returns from an equity & debt portfolio.	Equity & Equity Related Securities Debt, Money Market & Cash	0% 60%	40% 100%	Moderate
Protector IV: Accumulate steady income at a lower risk.	Debt Instruments, Money Market & Cash	100%	100%	Low
Preserver IV: Protection of capital through very low risk investments.	Debt Instruments Money Market & Cash	0% 50%	50% 100%	Capital Preservation
Return Guarantee Fund*: Provides guaranteed returns through investment in a diversified portfolio of high quality fixed income instruments	Debt Instruments Money Market & Cash	100%	100%	Low

**Return Guarantee Fund (RGF) consists of close ended tranches of terms 5 and 10 years. They are intended to provide you a return over a specified period, subject to a guarantee. The fund will be offered in tranches over a period of time and each tranche will be open for subscription for a brief period of time and will terminate on a specified date. We shall guarantee the NAV that will apply at the termination of each tranche. We propose to offer new tranches of this fund from time to time and the guaranteed NAV would be specified at the time of launch of each tranche. If you opt for RGF at inception, only your first premium will be directed to the fund. Subsequent premiums are allocated to the other funds in a proportion specified by you at the time of inception⁴. On termination of the RGF tranche, the proceeds will be allocated into the other funds in the same proportion as the fund portfolio at that time. In exceptional case of the entire fund being invested in a guarantee fund at the time of termination, the proceeds would be allocated to the funds opted for at inception. Kindly contact your nearest branch or our call centre regarding its availability and the applicable guaranteed NAV.*

- **Automatic Transfer Strategy**

With this strategy, you can invest your premium as a lump sum amount in our money market fund (Preserver IV) and transfer a chosen amount every month into any one of the following funds: Multiplier IV / Flexi Growth IV / R.I.C.H. IV. This strategy will be available only if you select the fixed portfolio strategy. This facility will be available free of charge⁵.

- **Switch between the funds in the fixed portfolio strategy**

When you have a fixed portfolio strategy, you also have the option

to switch between the fund options as and when you choose, depending on your financial priorities and investment decision.

Benefits in Detail

- **Change in Portfolio Strategy**

You can change your chosen portfolio strategy up to 4 times during policy term. This facility is provided free of cost.

- **Additional Allocation of Units**

There will be an additional allocation of units of 12% of Annual

Premium every 5 years of policy term. Additional allocation of units will be made only if the policy is in force and all due premiums have been paid up to the date of allocation. The number of additional units shall be allocated amongst the funds⁶ in the same proportion as the Fund Value held in each plan and by using the NAV of the respective fund(s) at the time of allocation.

- **Partial Withdrawal Benefit**

Partial withdrawals will be allowed after completion of three policy years. From 4th year onwards, one partial withdrawal is allowed each year subject to a maximum of 20% of the Fund Value on the date of partial withdrawal⁷. There will be a 3 year lock-in period (from the date of payment) on the top-ups for the purpose of partial withdrawals. However this condition will not apply if the top-up premiums are paid during the last three years of the policy term.

- **Top-up**

You can decide to increase your investment by investing surplus money over and above your premiums, at your convenience. The minimum amount of top-up is Rs. 2,000. Top-up premiums can be paid anytime during the term of the policy, as long as all due premiums have been paid. You can choose between two options of Sum Assured; 125% or 500% of the top-up premium.

- **Death Benefit**

In the unfortunate event of death during the term of the policy, the nominee will receive the Sum Assured and the Fund Value¹.

- **Maturity Benefit**

Based on the term chosen for this policy, you will be entitled to receive the Fund Value at the time of maturity. Alternatively, you can opt for the settlement options.

- **Settlement Options**

On maturity of this policy, you can choose to take the Fund Value as a structured benefit. With this facility, you can opt to get payments on a yearly, half yearly, quarterly or monthly (through ECS) basis, for a period of 1, 2, 3, 4 or 5 years, post maturity (settlement period)⁸. At any time during the settlement period, you have the option to

withdraw the entire Fund Value. The fund management charge shall be deducted during the settlement period.

- **Increase/Decrease of Sum Assured**

You can choose to increase/decrease your Sum Assured at any time during the policy term⁹.

- **Cover Continuance Option**

This option ensures that your life insurance cover continues in case you are unable to pay premiums, any time after payment of first three years' premium. 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 benefit¹⁰.

- **Additional Protection with Riders**

You can further customise your policy with optional riders, to enjoy additional protection, as given below:

Riders	Benefit
Accident and Disability Benefit Rider (ADBR)	In the event of death or disability due to an accident, the rider benefit amount would be paid accordingly.
Critical Illness Benefit Rider (CIBR)	In the event of the Life Assured being diagnosed for any of the specified critical illness, the rider benefit amount would be paid.

Rider charges for opted riders will be recovered by cancellation of units. For further details on the Rider benefits, exclusions and conditions, please refer to the Rider brochure.

Illustration

Annual Premium: Rs. 50,000 Sum Assured: Rs. 500,000
 Age at entry: 30 Years Term: 20 Years fixed portfolio strategy

Returns @ 6% p.a.	Returns @ 10% p.a.
Rs. 16,35,854	Rs. 25,85,555

The above illustration is for a healthy male with his investments in the Protector IV Fund. The above are illustrative returns, net of all charges (inclusive of service tax and education cess). Since your policy offers variable returns, the above illustration shows two different rates (6% p.a. & 10% p.a. As per the guidelines of Life Council) of assumed future investment returns¹¹.

ICICI Pru LifeStage RP at-a-glance	
Minimum / Maximum Age at Entry	0 - 65 years (Age nearest birthday)
Minimum / Maximum Age at Entry	19 - 75 years
Minimum / Maximum Term	10 - 75 years (Subject to Minimum Maturity Age of 19 years)
Minimum Sum Assured	Annual Premium x 5
Minimum Premium	Rs. 15,000 p.a.
Tax Benefits	Premium paid for the policy and critical illness benefit rider will be eligible for tax benefit under section 80C and 80D respectively. Any benefit amount received under this policy will be eligible for the tax benefit under section 10(10D) ²

Can I surrender my policy?

Yes, you can surrender your policy. The surrender value 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 Value as a % of Fund Value
Less than 1 Year	0%
1 Year but less than 2 Years	25%
1 years but less than 3 Years	40%

However, this surrender value will be payable only after the completion of three policy years¹² or whenever the policy is surrendered thereafter.

b) Applicable surrender value where three full years' premium have been paid and three policy years¹³ have elapsed.

No. of completed Policy years	Surrender Value as a % of Fund Value
3 years	96%
4 years	98%
5 years	100%

The surrender shall extinguish all rights, benefits and interests under the policy. In case the premium payment are discontinued within the first three policy years, all benefits shall cease after expiry of the days of grace for payment from the due date of the first unpaid premium and the Fund Value would be payable on death.

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. The charges are as follows:

Premium Allocation Charge	Yr. 1	Yr. 2-3	Yr. 4-10	Yr. 11 and thereafter
For all premiums paid (annual)	25%	12%	2%	0%

All top-up premiums are subject to a premium allocation charge of 1%

Fund Management Charges (FMC)

The annual fund management charges, which will be adjusted from the Net Asset Values (NAV) in proportion to your investment in various funds, are as follows:

Fund	R.I.C.H. IV, Flexi Growth IV, Multiplier IV, Return Guarantee Fund	Flexi Balanced IV, Balancer IV	Protector IV, Preserver IV
Charge	1.50% p.a	1.00% p.a	0.75% p.a

Policy Administration Charges

A Policy Administration Charge of Rs. 60 per month is applicable for all annual and half yearly cases. For all monthly cases, a charge of Rs. 90 per month will be applicable.*

Switching Charges

4 free switches are allowed every policy year. Subsequent switches would be charged at the rate of Rs. 100 per switch.* Any unutilised free switch cannot be carried forward to subsequent years.

Mortality Charges

Mortality charges will be deducted on a monthly basis by cancellation of units. These charges will be applicable as per your age at the time of deduction of Mortality charges.* Indicative annual charges per thousand Sum Assured for sample age (in years) for a healthy male & female life are as under:

Age(yrs.)	<7	20	30	40	50
Male (Rs.)	0	1.33	1.46	2.48	5.91
Female (Rs.)	0	1.26	1.46	2.12	4.85

Partial Withdrawal Charges

One partial withdrawal in a policy year is allowed and is provided free of cost.

*These charges will be deducted by cancellation of units.

Terms and Conditions

1. In case the Life Assured is below 7 years (age nearest birthday) at the time of death, only the Fund Value would be payable.
2. Service tax and education cess will be charged extra as per applicable rates. The tax laws are subject to amendments from time to time.
3. In case you have opted for RGF, your first premium deposit, post deduction of allocation charges, is to be allocated for purchase of RGF units.
4. The policyholder will have the option to invest future premiums into the fund of choice, including the return guarantee fund if a tranche is open for subscription.
5. The minimum transfer amount under the Automatic Transfer Strategy is Rs.2,000. To effect it, the required number of units will be withdrawn from Preserver IV Fund at the applicable unit value, and new units will be created in the Multiplier IV / Flexi Growth IV / R.I.C.H. IV fund(s)' applicable unit value. At inception, you can opt for a transfer date of either 1st or 15th of every month. If the date is not mentioned, the funds will be switched on the 1st day of every month. If the 1st or the 15th of the month is a Friday, Saturday or a non-working day then the next working day's NAV would be applicable. Once selected, the automatic transfer will be regularly processed for the entire policy term or until the Company is notified, through a written communication, to discontinue the same. The Automatic Transfer Strategy will not be applicable if the source Fund Value is less than the nominated transfer amount.
6. In case you have opted for RGF, the number of additional units shall be allocated amongst the funds in the same proportion as the Fund Value held in each plan other than RGF.
7. The minimum Fund Value post partial withdrawal should be equal to at least 110% 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. For policies issued on minor lives, partial withdrawals are only allowed after the life assured reaches 18 years of age.
8. Post maturity you will be paid out a proportional number of units (based on the payment option and period chosen). The value of the payments will depend on the number of units and the respective fund Net Asset Values as on the date of each payment. At any time during this period, you can take the remaining Fund Value as lump sum payment. Partial withdrawals and switches are not allowed during this period. If you wish to exercise the Settlement Option at the time of maturity, you need to inform the company 3 months before the maturity of the policy. Death benefit & Rider benefit will not be available to the policy holder during this period. During the settlement period the investment risk of the investment portfolio lies with the policyholder. Life cover and other benefits are not provided during the settlement period.
9. Increase in Sum Assured is allowed subject to underwriting if all due premiums till date have been paid before the policy anniversary on which the Life Assured age 60 years nearest birthday such increases would be allowed in multiples of Rs. 1000, subject to limits. Any medical costs for this purpose would be borne by the policyholder and will be levied by cancellation of units. Decrease in Sum Assured is allowed up to the minimum allowed under the given policy.
10. On discontinuation of due premiums after paying at least three consecutive years premium, the policy will continue subject to all applicable charges and foreclosure condition for a revival period of two years. On non-resumption of payment during this period the policyholder can opt for Cover Continuance Option failing which the policy will be surrendered.
11. The assumed returns are not guaranteed and they are not 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. If premium is discontinued in the first three policy years and if the policy is not revived within the period of two years from the due date of the last unpaid premium, the policy will be surrendered. During this period, the policyholder will only have the benefit of investment in the respective unit funds.
13. Foreclosure condition - If premiums have been paid for three full policy years and after three policy years have elapsed, if the Fund Value falls below 110% of one full year's premium, the policy shall be terminated by paying the surrender value subject to payment of a minimum of one full year's premium.
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. 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. Assets are valued daily on a mark to market basis.
17. 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.
18. First premium will be allocated the NAV of the date of commencement of the policy. The renewal premium 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 the ones received after the cut-off time will be allocated 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.
20. 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.
21. A period of 15 days is available to the policyholder during which the policy can be reviewed. If the policyholder 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.
22. 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.
23. 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.

24. Grace Period: The Grace Period for payment of premium is 15 days for monthly frequency of premium payment and 30 days for other frequencies and premium payments.
25. For further details, refer to the policy document and detailed benefit illustration.

- **Revision of charges**

The Company reserves the right to revise the fund management charges, policy administration charges and switching 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. 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 any application of surrender charges.

Mortality charges, Premium allocation charge, Surrender charges & ADBR charges are guaranteed for the policy term. CIBR charge is not guaranteed and may be changed with prospective effect based on experience. If the policyholder disagrees with revised CIBR charge, he / she have an option to continue the base policy without CIBR rider.

- **Risk of Investment in the Unit-linked Funds**

The Proposer / Life Assured should be aware that ICICI Pru LifeStage RP 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 the fund and factors influencing the capital market and the policyholder are responsible for his / her decisions. ICICI Prudential Life Insurance Company Limited, ICICI Pru LifeStage RP, R.I.C.H. IV, Flexi Growth IV, Multiplier IV, Flexi Balanced IV, Balancer IV, Protector IV, Preserver IV and Return Guarantee Fund are only names of the Company, policy, funds respectively and do not in any way indicate the quality of the policy, funds or their future prospects or returns. The funds do not offer a guaranteed or assured return except Return Guarantee Fund which gives a minimum guaranteed return by the way of a guaranteed NAV at maturity.

We usually refer to financial planning as investments in various instruments that help us meet our life's goals such as creating wealth, accumulating savings for retirement and children's education.

However, it is important to note that your planning is not complete without a health plan.

Medical emergencies could occur any time in your life, leading to considerable expenses on treatment. Ignoring health security could actually wipe out savings made for other goals like retirement, children's education and more. In fact, according to a survey conducted by the National Sample Survey Organisation, 40% of people who are hospitalised either borrow money or sell assets to meet medical expenses.

Now, you can guarantee your healthcare with ICICI Prudential Life Insurance. Just select from our wide range of products - from Hospitalisation to Critical Illness plans such as ICICI Pru Hospital Care, ICICI Pru Crisis Cover, ICICI Pru Diabetes Care Active and ICICI Pru Cancer Care. What's more, you can avail of the following benefits with our health plans:

- Long-term health coverage

- Tax benefits under 80D of the Income Tax Act, 19 1

Add a health plan to your portfolio, and secure your future with ICICI Prudential Life Insurance.

ICICI Prudential Presents

Total Insurance Planning

Wealth | Health | Education | Retirement



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 8 million policies and has a network of over 2080 offices, over 290,000 advisors and 24 bank partners. It is also the first life insurer in India to be assigned AAA (India) credit rating by Fitch rating.

For more information call our customer service toll free number 1800-22-2020 from your MTNL or BSNL lines.

(Call Centre Timings : 9:00 A.M. to 9:00 P.M. Monday to Saturday, except National Holidays)

visit our website: www.iciciprulife.com

To know more about ULIPs, please visit: www.aboutulips.com

Regd. Office: ICICI Prudential Life Insurance Company Limited, ICICI Prulife Towers, 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. 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. © 2008, ICICI Prudential Life Insurance Company Limited, Regn No. 105. ICICI Pru LifeStage RP: Form No.: U48, UIN:105L073V01; ADBR: 105A018V01 ; CIBR 105A017V01; ICICI Pru Hospital Care: Form No.: T12; UIN: 105N068V01, ICICI Pru Crisis Cover: Form No.: T16; UIN: 105N072V01, ICICI Pru Diabetes Care Active: Form No.: T17; UIN: 105N078V01, ICICI Pru Cancer Care: Form No.: T11; UIN: 105N052V01; Advt No.: L/IC/272/2008-09