

PremierLife Gold



We cover you. At every step in life.

You have always sought and acquired the very best in life. Similarly, your financial planning needs also deserve the best that money can buy. With the plethora of unit linked insurance options available today, it has become increasingly difficult to identify the one product that has the potential to create maximum wealth along with insurance protection.

*Keeping this in mind, ICICI Prudential, India's No. 1 private life insurer, now presents **PremierLife Gold** - a Unit-linked insurance policy designed for preferred customers like you. This plan offers short premium payment terms with the freedom to stay invested for longer period. Additionally it provides you with flexible investment options, to help you create wealth and enjoy insurance protection.*

Key benefits of PremierLife Gold

- **Limited Premium Payment term:** pay premiums for 3 or 5 years
- **Longer Policy Term:** choose to stay invested in the policy, for as long as 30 years
- **Low Charges:** one of the lowest priced products in the wealth creation cum insurance category
- **Potential to earn higher returns over a longer term:** by investing in unit-linked funds
- **Partial Withdrawals:** ensure liquidity at the time of your need without closing the policy
- **Death Benefit:** in the unfortunate event of death, the nominee receives Sum Assured or Fund Value, whichever is higher
- **Settlement Options:** systematically withdraw your funds over a period of 5 years after maturity
- **Switches:** alter your fund allocation according to your financial objectives
- **Riders:** get additional protection against accident and critical illnesses
- **Tax benefits:** as per the prevailing Income Tax laws

How does the policy work?

1. Select a Premium Payment Term (PPT) and the premium amount.
2. Select the policy term as per your requirement. Policy term once chosen cannot be changed.
3. Select a Sum Assured according to your life stage and requirement.
4. Opt for add-on riders available under the policy.
5. After deducting premium allocation charges, the balance amount will be invested in the investment fund(s) of your choice.
6. At the end of the policy term, the maturity benefit is paid to the policyholder. In the unfortunate event of death, the nominee receives Sum Assured or Fund Value, whichever is higher.

Benefits in detail

► Choice of Investment Funds

We offer you a choice of 6 funds. You can choose to invest fully in any one fund or allocate your premiums into the various funds in a proportion that suits your investment needs.



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

Fund name and its objective	Asset allocation	Min.	Max.	Potential Risk-Reward
Flexi Growth II: 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
Maximiser II: Long term capital appreciation from an equity portfolio.	Equity & Equity Related Securities Debt, Money Market & Cash	75% 0%	100% 25%	High
Flexi Balanced II: 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 II: 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 II: Accumulate steady income at a lower risk.	Debt Instruments, Money Market & Cash	100%	100%	Low
Preserver: Protection of capital through very low risk investments. Investments up to 20% can be allocated to this fund.	Debt Instruments Money Market & Cash	0% 50%	50% 100%	Capital preservation

► Switching Option

With this option you can switch your investments between the 6 funds at any time (provided the policy is in force), depending on your financial priorities and investment objective. In any policy year, 4 switches are free of charge. The minimum switch amount is Rs.2,000.

► Partial Withdrawal Benefit

Partial withdrawals will be allowed after completion of 3 policy years and on payment of full 3 years' premium. The minimum partial withdrawal amount is Rs. 2,000¹.

► Maturity Benefit

Based on the term chosen for this policy, you will be entitled to receive the Fund Value at the end of the term. Alternatively, you can opt for the Settlement Options available.

► Settlement Options

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

► Death Benefit

In the unfortunate event of death during the term of the policy, the nominee shall receive the higher of Sum Assured and Fund Value (net of permissible partial withdrawal)³.

► 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' 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.

► Additional Protection with Riders

You can further customize your policy with optional riders, to enjoy additional protection at a nominal extra cost, as given below:

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

Can I surrender my policy?

Yes, you can surrender your policy. Surrender values are available to you after deducting surrender charges and would depend on the number of completed policy years. Following are the surrender values applicable after payment of full 3 years' premium.

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

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

PremierLife Gold at-a-glance

Premium Payment Terms	3 years	5 years
Minimum Premium	Rs.100000	Rs.60000
Minimum Entry Age	0 years	0 years
Maximum Entry Age	69 years	65 years
Minimum Policy Term	6 years	10 years
Maximum Policy Term	30 years	30 years
Minimum Maturity Age	18 years	18 years
Maximum Maturity Age	75 years	75 years
Minimum Sum Assured	Higher of (5* Annual Premium OR Policy Term/2*Annual Premium)	
Tax Benefit	Premium paid for the base policy and critical illness benefit rider will be eligible for tax benefit under section 80C & 80D respectively, any benefit amount received under this policy will be eligible for the tax benefit under section 10 (10D), as per prevailing Income 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 & units will be allocated thereafter;

Premium Payment Term	% of premium				
	Year 1	Year 2	Year 3	Year 4	Year 5
3 years	12%	4%	4%	-	-
5 years	12%	4%	4%	2%	2%

Other charges

Charges	Particulars																
Switching charge	4 free switches allowed every policy year. Subsequent switches will be charged at Rs.100 per switch*.																
Policy administration charge	There would be a fixed policy administration charge of Rs. 60 per month*.																
Mortality charge	<p>Mortality charges will be deducted on a monthly basis on the calculated value of life cover. Life cover is the difference between the Sum Assured and the Fund Value at the time of deduction of charges*. Indicative charges per thousand Sum Assured for a healthy male life is as shown below:</p> <table border="1"> <thead> <tr> <th>Age (yrs)</th> <th>< 7</th> <th>10</th> <th>20</th> <th>30</th> <th>40</th> <th>50</th> <th>60</th> </tr> </thead> <tbody> <tr> <td>Rs.</td> <td>0.00</td> <td>0.77</td> <td>1.33</td> <td>1.46</td> <td>2.48</td> <td>5.91</td> <td>14.21</td> </tr> </tbody> </table>	Age (yrs)	< 7	10	20	30	40	50	60	Rs.	0.00	0.77	1.33	1.46	2.48	5.91	14.21
Age (yrs)	< 7	10	20	30	40	50	60										
Rs.	0.00	0.77	1.33	1.46	2.48	5.91	14.21										
Partial withdrawal charge	One partial withdrawal would be allowed FREE in a policy year & all subsequent withdrawals would be charged at Rs. 100 per partial withdrawal*.																
Fund management charge	<p>The 4 funds will have the following fund management charges and these will be adjusted from the NAV on a daily basis:</p> <table border="1"> <thead> <tr> <th>Fund</th> <th>Flexi Growth II</th> <th>Maximiser II</th> <th>Flexi Balanced II</th> <th>Balancer II</th> <th>Protector II</th> <th>Preserver</th> </tr> </thead> <tbody> <tr> <td>Charge</td> <td>1.50% p.a.</td> <td>1.50% p.a.</td> <td>1.00% p.a.</td> <td>1.00% p.a.</td> <td>0.75% p.a.</td> <td>0.75% p.a.</td> </tr> </tbody> </table>	Fund	Flexi Growth II	Maximiser II	Flexi Balanced II	Balancer II	Protector II	Preserver	Charge	1.50% p.a.	1.50% p.a.	1.00% p.a.	1.00% p.a.	0.75% p.a.	0.75% p.a.		
Fund	Flexi Growth II	Maximiser II	Flexi Balanced II	Balancer II	Protector II	Preserver											
Charge	1.50% p.a.	1.50% p.a.	1.00% p.a.	1.00% p.a.	0.75% p.a.	0.75% p.a.											

*These charges will be deducted by cancellation of units.

Terms and Conditions:

- From fourth to tenth policy year, only one partial withdrawal is allowed each year, subject to a maximum of 20% of the Fund Value at the date of partial withdrawal. After completion of ten policy years, there is no restriction on the amount or number of partial withdrawals. The minimum Fund Value post 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. 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 from age 58 years onwards.
- 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 NAV of the respective funds as on the date of each payment. At any time during this period, you can take the remaining Fund Value as a 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 within a period of 3 months preceding the maturity of the policy. Death Benefit and Rider Benefit will not be available during the settlement period. During the settlement period, the investment risk in investment portfolio is borne by the policyholder.
- In case the life assured is below age 7 years (age nearest birthday) at the time of death, only the fund value would be payable.
- 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.
- 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 the policy is foreclosed and the 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.
- If premium has been paid for three full policy years and after three policy years have elapsed; and if the Fund Value across all Funds under the policy falls below 110% of one year's premium, the policy shall be terminated by paying the Fund Value after applying surrender charges, if applicable. This condition will also apply in the cover continuance period.

7. Increase in Sum Assured is allowed subject to underwriting if all due premiums till date have been paid. Any medical costs for this purpose would be borne by the policyholder and will be levied by cancellation of units.
8. 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.
10. 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.
11. Freelook period: 15 days from the date on which you receive the policy document.
12. 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, switching charge and partial withdrawal 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.
- Mortality charges, premium allocation charges, ADBR Rider charges and surrender charges are guaranteed for the term of the policy.
- CIBR rider charge is not guaranteed and may be changed with prospective effect based on experience.

► **Risks of investment in the Units of the Funds**

The Proposer / Life Assured should be aware that PremierLife Gold 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, PremierLife Gold, Flexi Growth II, Maximiser II, Flexi Balanced II, Balancer II, Protector II and Preserver 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.

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 year 2000. Since inception the company has written over 3.75 million policies. The company has a network of over 200,000 advisors, 22 bancassurance partners. It is also the only life insurer in India to get IFS AAA (ind) rating, by Fitch Ratings. For the past six 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.icicprulife.com.

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)**

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 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. © 2007, ICICI Prudential Life Insurance Company Limited, PremierLife Gold: Form No U42/U43