ICICI Pru

PremierLife Gold

Wealth Solutions

ICICI PRUDENTIAL LIFE INSURANCE

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 a product that has the potential to create maximum wealth along with insurance protection.

Keeping this in mind, we now present, **ICICI Pru 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 a longer period. Additionally it provides you with*

Key benefits of ICICI Pru 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.
- **Top-ups**: Increase your investment by investing additional money over and above your regular premiums.
- **Automatic Transfer Strategy:** Eliminate the need to time your investment.
- **Partial Withdrawals:** Ensure liquidity at the time of your need without closing the policy.
- **Death Benefit**[1]**:** 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[2].

Benefits in detail

Automatic Transfer Strategy

With this strategy, you can invest your premium as a lump sum amount in our money market fund (Preserver) and transfer a chosen amount every month into any one of the following funds: Multiplier II /Flexi Growth II/R.I.C.H. II. This facility will be available free of charge[5].

Switching Option

With this option you can switch your investments between the 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.

Top-up

You can decide to increase your investment by investing additional money over and above your regular 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. On availing of a Top up, there will be an increase of Sum Assured and you will get an option of choosing an increase of either 125% or 500% of the top up premium amount as the increase of Sum Assured.

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. 2,000 [6].There will be a 3 year lock-in period (from the date of payment) on the top-up premium 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.

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

On maturity of the 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)[7]. At any time during the settlement period, you have the option to withdraw the remaining Fund Value. The fund management charge shall be deducted during the settlement period..

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

Choice of Investment Funds

Fund name and its objective	Asset allocation	Min.	Max.	Potential Risk-Reward
R.I.C.H. II : Returns from equity investments in four types of industries viz., Resources, Investment/Capital Goods, Consumption and Human Capital leveraged.	Equity & Related Securities Debt, Money market & Cash	80% 0%	100% 20%	High
Flexi Growth II : Long term returns from an equity portfolio of large,mid and small cap companies.	Equity & Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Multiplier II: Long term capital appreciation from an equity portfolio.	Equity & Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
Flexi Balanced II: Balance of capital appreciation and stable returns from an equity (large, mid & small cap companies) & debt portfolio.	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 & 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 40% can be allocated to this fund.	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

** The Return Guarantee Fund 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 inception[4]. 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.*

We offer you a choice of 8 investment funds. You can choose to invest in the fund(s) of your choice, depending on your investment needs[3]

Death Benefit

In the unfortunate event of death during the term of the policy, the nominee shall receive the higher of Sum Assured (net of applicable partial withdrawals[6]) or the Fund Value.[1]

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 benefit[8].

Additional Protection with Riders

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

Riders	Benefit
Accidental Death and Disability Rider (ADBR)	In the event of death or disability due to an 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.

Increase/Decrease in Sum Assured

You can choose to increase/decrease your Sum Assured anytime during the policy term[9].

Illustration

Annual Premium: Rs. 2,00,000 Sum Assured: Rs. 20,00,000

Age at Entry: 35 years (Male) Term: 10 years

PPT - 3 years		PPT - 5 years	
Returns @ 6% p.a.	Returns @ 10% p.a.	Returns @ 6% p.a.	Returns @ 10% p.a.
Rs. 8,11,772	Rs. 11,47,067	Rs. 13,63,857	Rs. 18,49,904

PPT= Premium Paying Term

The given illustration is for a healthy male with his 100% of investments in Protector II fund. The above are illustrative returns, net of all charges including service tax and education cess. Since your policy offers variable returns, the given illustration shows two different rates (6% p.a. & 10% p.a. as per the guidelines of Life Council) of assumed future investment returns[10].

ICICI Pru PremierLife Gold at-a-glance		
Premium Payment Terms	3 years	5 years
Minimum Premium	Rs. 1,00,000	Rs. 60,000
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	19 years	19 years
Maximum Maturity Age	75 years	75 years
Minimum Sum Assured	5* Times Annual Premium	
Tax Benefit[2]	Premium Paid for the 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)	

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.

a) Applicable Surrender Values where 3 full year's premiums have not been paid have been shown in the table:

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%
2 years but less than 3 years	40%

However, this surrender value will be paid only after the completion of three policy years or whenever the policy is surrendered thereafter[10]. All benefits under the plan (other than the surrendered benefit) shall cease after the expiry of the days of grace for payment from due date of the first unpaid premium

b) Following are the surrender values applicable after payment of full three years premium and would depend on the number of completed policy years:

No. of completed Policy years	Surrender Value as a % of Fund Value
3 years	96%
4 years	98%
5 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 units will be allocated thereafter. All top up premiums are subject to a premium allocation charge of 1%

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%

Switching charge

4 free switches are allowed every policy year. Subsequent switches will be charged at Rs. 100 per switch*. During the first 3 policy years switches will not be allowed unless all due premiums till date have been paid. Any unutilized free switch cannot be carried forward to subsequent years.

Policy administration charge

The fixed policy administration charge is Rs. 60 per month* for all premium paying modes.

Mortality charge

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 life cover per annum for a healthy male and female lives are as shown below:

Age (yrs)	<7	20	30	40	50
Male (Rs).	0.00	1.33	1.46	2.48	5.91
Female (Rs).	0.00	1.26	1.46	2.12	4.85

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 (FMC)

The annual fund management charges, which will be adjusted from the Net Asset Values of various funds, are as follows:

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

*These charges will be deducted by cancellation of units.

Terms and Conditions:

1. 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.
2. Tax benefits under the policy are subject to conditions under sections 80 C, 80 D, 10(10D) of the Income Tax Act, 1961. 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,only your first premium deposit, post deduction of allocation charges, is to be allocated for purchase of RGF units. Subsequent premiums will be allocated as per the fund allocation specified by you at inception.
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 fund at the applicable unit value, and new units will be created in the Flexi Growth II/R.I.C.H.II/ Multiplier II 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 non-valuation date then the next working day's NAV would be applicable. Once selected, the Automatic Transfer will be regularly processed for the whole of life 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. 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 atleast 18 years of age. Partial withdrawals will have the following effect on your Sum Assured:

   a) 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.

   b) After the age of 60 years, Sum Assured payable on death is reduced to the extent, of all partial withdrawals made for age 5 8 years onwards.

   For policies issued on minor lives, partial withdrawals are only allowed after the life assured reaches 18 years of age.

7. On opting for the Settlement Option 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 NAVs 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 1 month preceding the maturity of the policy. Death Benefit or Rider Benefit will not be available during the settlement period. During the settlement period, the investment risk in the investment portfolio is borne by the policyholder. Life cover and other benefits are not provided during the settlement period.

8. If premium has been paid for three full policy years and after three policy years have elapsed and the Fund Value across all funds under the policy falls below 110% of one full year's premium, the policy shall be terminated by paying the Fund Value after applying surrender charges, if applicable, subject to a minimum of one full year's premium. This condition will also apply during the Cover Continuance period.

9. Increase in Sum Assured is allowed before the policy anniversary on which the life assured is aged 60 nearest birthday subject to underwriting, provided that all due premiums till date have been paid. Such increases would be allowed in multiples of Rs.1,000 and the cost of any medical reports and charges will be borne by the policyholder and recovered by cancellation of units. Decrease in Sum Assured is allowed up to the minimum allowed under the given policy.

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. 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 first unpaid premium, the policy will be surrendered. During this period, the policyholder will only have the benefit of investment in the respective unit funds. Cover continuance option is only applicable for a premium paying term of five year.

12. The term chosen at inception of the policy cannot be changed.

13. 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 outstanding units existing at the valuation date (before any new units are allocated/redeemed), gives the unit price of the fund under consideration.

14. 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 used for allocation of the premium.

15. All renewal premiums received in advance will be allocated units at the NAV prevailing on the date on which such premiums become due. For the renewal premium received by outstation cheques, the NAV of the clearance date or due date, whichever is later, will be used for allocation of the premium.

16. 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.

17. 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.
18. 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.
19. In accordance to the Section 41 of the Insurance Act, 1938, No person shall allow or offer to allow, directly or indirectly, as an inducement to any person to take out 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 except any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer and, any person making default in complying with the provisions of this section shall be punishable with fine which may extend to five hundred rupees.
20. 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 the ground that a statement made in the 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.
21. Assets are valued daily on a mark to market basis.
22. No loans are allowed under this policy.
23. Grace Period: The Grace Period for payment of premium is 15days for monthly frequency of premium payment and 30 days for other frequencies and premium payments.
24. For further details, please refer to the policy document and detailed benefit illustration.

Revision of Charges:

1. 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.

a) Fund management charge may be increased to a maximum of 2.50% per annum of the net assets for each of the funds.

b) Policy administration may be increased to a maximum of Rs.180 per month.

c) Switching charge may be increased to a maximum of Rs. 200 per Switch.

2. 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.
3. Premium allocation charge, mortality charges and Surrender charges are guaranteed for the term of the policy.
4. There is no Mortality charge for lives aged below 7 years next birthday.
5. The Mortality and Rider charges together with applicable service tax and education cess shall be recovered on the date of commencement of the policy and on each monthly due date whilst the policy remains in force and shall be recovered by cancellation of units.

Risks of investment in the Units of the Funds

The Proposer / Life Assured should be aware that ICICI Pru PremierLife Gold 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 are responsible for his / her decisions. ICICI Prudential Life Insurance Company Limited, ICICI Pru PremierLife Gold, Flexi Growth II, R.I.C.H. II, Multiplier II, Flexi Balanced II, Balancer II, Protector II, Preserver 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 Guaranteed Fund which gives a minimum guaranteed return by the way of a guaranteed NAV at termination of the tranche.

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 (ind) credit rating by Fitch rating.

ICICI PRUDENTIAL
LIFE INSURANCE

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.

To know more about ULIP's please visit www.aboutulips.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. 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. PremierLife Gold: Form No. U42, U43. UIN: PremierLife Gold: 105L061V01/ADBR: 105A018V01/CIBR: 105A017V01, Advt. no.: L/IC/189/2007-08 .

Ver. No. 05/Premier Life Gold/JAS/Repro/w.e.f. 18 Apr 2008