

ICICI Pru \_\_\_\_\_  
**SmartKid**  
**Assure**



**Education**  
**Solutions**

**ICICI PRUDENTIAL**   
**LIFE INSURANCE**

*As a loving and caring parent, you would like to ensure that your children get the best of opportunities to realise their dreams. However, providing these opportunities to your children comes at a cost and you have to save wisely so that these costs are met, even in your absence.*

*Presenting **ICICI Pru SmartKid Assure**, an ideal insurance cum savings product which allocates your assets based on your chosen portfolio strategy and whose benefits continue even if you are not around to take care of your child. Start investing today to ensure that your children's dreams turn into reality.*

## Key benefits of ICICI Pru SmartKid Assure

- **Complete protection:** Lump sum payment of Sum Assured plus payment of future premiums by the Company in the unfortunate event of death of the parent (Life Assured)
- **Guaranteed Addition (GA):** 120% to 170% of one annual premium allocated to your Fund Value at the end of the 15<sup>th</sup> Policy year\*
- **LifeCycle based Portfolio Strategy:** A unique and personalized strategy to create an ideal balance between equity and debt, based on your age
- **Additional allocation of units:** More than 100% allocation to funds on premium payment, from the 6<sup>th</sup> Policy year onwards up to the end of the policy term
- **Partial withdrawals:** Facility to provide money at key educational milestones for your child
- **Tax Benefits:** On premiums paid and benefits received, as per prevailing tax laws

## How does the policy work?

- You need to choose the premium amount, Sum Assured, Policy term and portfolio strategy for your Policy
- A Guaranteed Addition varying from 120% to 170% of your one annual

premium would be added to your Fund Value at the end of the 15<sup>th</sup> Policy year\*

- Fund Value would be payable at maturity. Alternatively, settlement options can be chosen.
- In the unfortunate event of death during the term of the Policy, your nominee would receive the Sum Assured. Future premiums of your Policy would be paid by the Company till maturity under our Payer Waiver benefit.  
\* based on the number of premiums paid by you or the Company

ICICI Pru SmartKid Assure at a glance	
Minimum Premium	Rs.15,000 p.a.
Modes of Premium Payment	Yearly / Half yearly / Monthly
Min Sum Assured	5 X Annual Premium, subject to a minimum of Rs.1,00,000
Max Sum Assured	As per the maximum Sum Assured multiples
Min / Max Age at Entry (Parent)	20 / 60 years
Min / Max Age at Entry (Child)	0 / 15 years
Max Age at Maturity (Parent)	75 years
Min / Max Age at Maturity (Child)	18 / 30 years
Min / Max Policy Term	15 / 25 years
Tax Benefits <sup>T&amp;C2</sup>	Premium and any benefit amount received under this Policy will be eligible for tax benefit as per the prevailing Income Tax laws

**IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.**

## Choice of two unique portfolio strategies:

With ICICI Pru SmartKid Assure, 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

Your financial needs are not static in nature and keep changing with your life stage. It is, therefore, necessary that your Policy adapts itself to your changing needs. This need is fulfilled by the LifeCycle based Portfolio Strategy.



## Key features of this strategy

### • Age based portfolio management

At Policy inception, your investments will be distributed between two funds, Multi Cap Growth Fund and Income Fund, 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.

### Asset allocation details at Policy inception and during Policy term

Age of Policyholder (years)	Multi Cap Growth Fund	Income Fund
20 – 25	85%	15%
26 – 35	75%	25%
36 – 45	65%	35%
46 – 55	55%	45%
56 – 65	45%	55%
66 – 80	35%	65%

### • Quarterly rebalancing

Your fund allocation might get altered because of market movements. We will review your allocation every quarter and reset it to prescribed limits.

### • Safety as you approach maturity

As your Policy nears its maturity date, you need to ensure that short-term market volatility does not affect your accumulated savings. In order to achieve this, your investments in Multi Cap Growth Fund will be systematically transferred to Income Fund in ten instalments in the last ten quarters of your Policy.

### Fixed Portfolio Strategy

If you wish to manage your investment actively, we have a Fixed Portfolio Strategy. Under this strategy, you must choose your own asset allocation from any of the seven fund options. You can switch between these funds

using our switch option. The details of the funds are given in the table below:

Fund Name & Its Objective	Asset Allocation	% (Min)	% (Max)	Risk-Reward Profile
<b>Opportunities Fund:</b> To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of companies operating in four important types of industries viz., Resources, Investment-related, Consumption-related and Human Capital leveraged industries.	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
<b>Multi Cap Growth Fund:</b> To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of large, mid and small cap companies.	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
<b>Bluechip Fund:</b> To provide long-term capital appreciation from equity portfolio predominantly invested in NIFTY scrips.	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
<b>Multi Cap Balanced Fund:</b> To achieve a balance between capital appreciation and stable returns by investing in a mix of equity and equity related instruments of large, mid and small cap companies and debt and debt related instruments.	Equity & Equity Related Securities Debt, Money Market & Cash	0% 40%	60% 100%	Moderate
<b>Income Fund:</b> To provide accumulation of income through investment in various fixed income securities. The fund seeks to provide capital appreciation while maintaining a suitable balance between return, safety and liquidity.	Debt Instruments Money Market & Cash	100%	100%	Low
<b>Money Market Fund:</b> To provide suitable returns through low risk investments in debt and money market instruments while attempting to protect the capital deployed in the fund.	Debt Instruments, Money Market & Cash	0% 50%	50% 100%	Low

Fund Name & Its Objective	P / E Range	Allocation in Equity and Equity related securities	Risk-Reward Profile
<b>Dynamic P/E Fund:</b> To provide long term capital appreciation through dynamic asset allocation between equity and debt. The allocation in equity and equity related securities is determined by reference to the P/E multiple on the NIFTY 50 <sup>1</sup> ; the remainder is to be invested in debt instruments, money market and cash.	< 14	90% to 100%	High
	14 - 16	80% to 100%	
	16 - 18	60% to 100%	
	18 - 20	40% to 80%	
	>20	0% to 40%	

We also provide you with the option of systematically investing in our equity funds through the **Automatic Transfer Strategy (ATS)**<sup>TSC 3</sup>. With this strategy, you can allocate all or some part of your premium to Money Market Fund and transfer a chosen amount every month into any one of the following funds: Bluechip Fund or Multi Cap Growth Fund or Opportunities Fund. This facility is available only with the Fixed Portfolio Strategy and is free of charge.

## Benefits in detail

### Maturity benefit:

At maturity the Fund Value including the Top up Fund Value, if any, shall be payable. Alternatively, you can opt for the Settlement Options available.

In the unfortunate event of death of the parent (Life Assured) during the term of the Policy, the maturity benefit will be payable to the nominee.

<sup>1</sup>Source: Based on prices and consensus earnings estimates from Bloomberg.

### Guaranteed Addition (GA):

A Guaranteed Addition varying from 120% to 170% of one annual premium will be allocated to the Fund Value at the end of the 15<sup>th</sup> Policy year. This will depend on the number of premiums paid towards the Policy, as shown in the table below:

No. of annual premiums paid by you or the Company under our Payer Waiver benefit	5	6	7	8	9	10	11	12	13	14	15
GA at the end of 15 <sup>th</sup> Policy year	120%	125%	130%	135%	140%	145%	150%	155%	160%	165%	170%

GA will be allocated irrespective of the portfolio strategy chosen.

### **Additional Allocation of Units:**

Additional units will be allocated every year starting from the 6<sup>th</sup> Policy year, up to the end of the policy term, only on payment of your regular premiums. This will lead to more than 100% of your premium getting allocated as shown below:

Policy Year	Additional Allocation of Units	Premium Allocation
6 <sup>th</sup> year onwards	2%	102% of premium paid

### **Death benefit:**

In the unfortunate event of death of the parent (Life Assured) during the term of the Policy, the following benefits are payable:

- Sum Assured would be paid out immediately
- Future premiums would be paid by the Company till the maturity of the Policy under the Payer Waiver benefit.
- Policy benefits would continue for your child's educational and developmental needs, as planned by you
- If Income Benefit Rider (IBR) has been chosen, 10% of rider Sum Assured shall be paid to the beneficiary every year till the maturity of the Policy

### **Top Ups:**

You can decide to increase your savings 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 contract, as long as all due premiums have been paid. There will be an increase of Sum Assured when you avail of a top-up and you will get an option of choosing an increase of either 125% or 500% of the top up premium amount. The increase in Sum Assured will be subject to underwriting. The increase in Sum Assured will be subject to underwriting.

### **Change in Portfolio Strategy (CIPS):**

You can change your chosen portfolio strategy once every Policy year. This facility is provided free of cost. Any unutilized CIPS cannot be carried forward to the next Policy year.

### **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, over a period of one to five years, post maturity <sup>TBC 4</sup>. At any time during the settlement period, you have the option to withdraw the entire Fund Value. During the settlement period, the investment risk in the investment portfolio is borne by you.

### **Money at Key Educational Stages:**

Partial withdrawals will be allowed after completion of five Policy years and on payment of at least five full years' premium. This option is available irrespective of the portfolio strategy chosen.

You will be entitled to make one partial withdrawal, every three Policy years, up to a maximum of 20% of Fund Value as on the date of withdrawal. For example, partial withdrawal can be done once from the 6<sup>th</sup> to 8<sup>th</sup> Policy year, once from the 9<sup>th</sup> to 11<sup>th</sup> Policy year and so on.

Partial withdrawals are free of cost. The minimum partial withdrawal amount is Rs. 2,000 <sup>TBC 5</sup>.

### **Increase or Decrease in Sum Assured:**

You can choose to increase or decrease your Sum Assured <sup>TBC 6</sup>.

### **Switch between funds in the Fixed Portfolio Strategy:**

You have the option to switch among the seven funds as and when you choose depending on your financial priorities. The minimum switch amount is Rs. 2,000.

### **Cover Continuance Option:**

This option ensures that your Policy and all its benefits continue in case you are unable to pay your premiums, any time after payment of the first five years' premiums. All applicable charges will be automatically deducted <sup>TBC 7</sup>.

If you continue the Policy, you also have the option of continuing the Payer Waiver benefit. In case of the unfortunate event of death, units would be allocated in future as if premiums were paid from the next premium due date.

## Surrender Value:

This Policy acquires Surrender Value on payment of more than one year's premium. The Surrender Value is payable only after completion of three Policy years or whenever the Policy is surrendered thereafter <sup>T&C 8</sup>. The Surrender Value is the Fund Value of the Policy at the time it is payable.

The surrender shall extinguish all rights, benefits and interests under the Policy. The Policy cannot be surrendered after the death of the Policyholder.

## Illustration

Amount of Instalment Premium: Rs.20,000      Age at entry: 30 years  
Mode of premium payment: Yearly      Portfolio Strategy: Fixed  
Sum Assured: Rs. 100,000

	Term = 15 years		Term = 25 years	
	Returns @ 6% p.a.	Returns @ 10% p.a.	Returns @ 6% p.a.	Returns @ 10% p.a.
Fund Value at Maturity	Rs. 4,19,495	Rs. 5,60,503	Rs. 8,89,217	Rs. 15,51,310

*This illustration is for a healthy male with 100% of his investments in Multi Cap Growth Fund. The above are illustrative maturity values, net of all charges, service tax and education cess. Since your Policy offers variable returns, the given illustration shows two different rates (6% and 10% p.a. as per the guidelines of Life Insurance Council) of assumed future investment returns <sup>T&C 9</sup>*

## Additional Protection with Riders

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

Riders	Benefits
Income Benefit Rider (IBR)	In the event of death, this rider pays out 10% of rider Sum Assured to the beneficiary every year till the maturity of the Policy
Accidental Death and Disability Benefit Rider (ADBR)	In the event of death or disability due to an accident, the rider benefit amount would be paid accordingly

The amount of Rider cover will be restricted to the initial chosen Sum Assured of the base plan.

Rider charges for chosen riders will be recovered through cancellation of units. For further details, please refer to the Rider Brochure.

## Charges under the Policy

### Premium Allocation Charge:

This charge will be deducted from the premium amount at the time of premium payment and units will be allocated thereafter.

Year 1	Year 2 onwards
100%	0

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

### Fund Management Charge (FMC):

The funds will have the following fund management charges and these will be adjusted from the NAV on a daily basis.

Fund	Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Dynamic P/E Fund, Multi Cap Balanced Fund, Income Fund	Money Market Fund
FMC	1.35% p.a	0.75% p.a

## Policy Administration Charge

There would be a fixed policy administration charge of Rs. 60 per month, charged from the second to the fifth Policy year, post which no Policy administration charge would be levied\*. It will be charged regardless of the premium payment status.

## Mortality Charge

Mortality charges will be deducted on a monthly basis on the Life Insurance Cover which is the Sum Assured. Indicative charges per thousand life cover for a healthy male and female life are as shown below\*:

Age (yrs)	20	30	40	50	60
Male (Rs.)	1.33	1.46	2.48	5.91	14.21
Female (Rs.)	1.26	1.46	2.12	4.85	11.83

Additionally, Payer Waiver benefit charge would be charged on a monthly basis which would depend on age, gender, outstanding term of the policy, premium frequency and premium amount <sup>T&C7\*</sup>.

## Switching Charge

Four free switches are allowed every Policy year. Subsequent switches would be charged at the rate of Rs.100 per switch\*. Any unutilized free switch cannot be carried forward to the next Policy year.

## Miscellaneous Charges

If there are any Policy alterations during the Policy term, they will be subject to a miscellaneous charge of Rs. 250 per alteration\*.

\*These charges will be made by redemption of units.

## Terms and Conditions

1. **Freelook period:** A period of 15 days is available to the Policyholder to review the Policy. If the Policyholder does not find the Policy suitable, the Policy document must be returned to the Company within 15 days from the date of receipt of the same.

On cancellation of the Policy during the freelook period, we will return the premium paid by the Policyholder subject to the deduction of:

- a. Stamp duty under the policy, if any,
- b. Expenses borne by the Company on medical examination, if any

The Policy shall terminate on payment of this amount and all rights, benefits and interests under this Policy will stand extinguished.

2. **Tax benefits:** Tax benefits under the Policy will be as per the prevailing Income Tax laws. Service tax and education cess will be charged extra by redemption of units, as per applicable rates. The tax laws are subject to amendments from time to time.
3. **Automatic Transfer Strategy (ATS):** The minimum transfer amount under ATS is Rs. 2,000. ATS would be executed by redeeming the required number of units from Money Market Fund at the applicable unit value, and allocating new units in Bluechip Fund, Multi Cap Growth Fund or Opportunities Fund at the applicable unit value. At inception, you can opt for a transfer date of either the 1<sup>st</sup> or 15<sup>th</sup> of every month. If the date is not mentioned, the funds will be switched on the 1<sup>st</sup> day of every month. If the 1<sup>st</sup> or the 15<sup>th</sup> of the month is a non-valuation date, then the next working day's NAV would be applicable. Once selected, ATS would be regularly processed for the entire term of the Policy or until the Company is notified,

through a written communication, to discontinue the same. ATS would not be applicable if the Fund Value of Money Market Fund is less than the nominated transfer amount.

4. **Settlement Options:** In case Settlement Options are chosen, the Policyholder will be paid out a proportional number of units (based on the payment option and period chosen). The value of 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. If you wish to exercise the Settlement Option at the time of maturity, you need to inform the company at least 3 months before the maturity of the Policy. The Life Insurance Cover shall cease on the maturity date and no other transactions like premium payment, partial withdrawals, switches, CIPS, etc. will be allowed during this period.
5. **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, as per the provisions of the unit linked guidelines. There is a lock-in period of three years for each top up premium from the date of payment of that top up premium for the purpose of partial withdrawals. Partial withdrawals will have no effect on your Sum Assured.
6. **Increase or Decrease in Sum Assured:** An 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 is aged 60 years completed birthday. 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 not allowed. Such increases would be allowed on Policy anniversaries and in multiples of Rs. 1,000, subject to limits
7. **Cover Continuance Option (CCO):** If opted for, all applicable charges will be automatically deducted from the units available in your fund(s). The foreclosure condition mentioned in the terms and conditions will continue to be applicable. Additional allocation of units will not apply in case the cover continuance option is chosen.

8. **Premium Discontinuance:** Surrender Value is Fund Value. The Policy acquires a Surrender Value on payment of more than one year's premium. However, it is only payable after completion of three Policy years. If a surrender is sought within the first three years, it will be paid at the end of the third Policy year and will equal Fund Value at that time.

Before payment of three full years' premiums, if any premium is not paid within the grace period, Life Insurance cover, Payer Waiver benefit and rider benefit, if any, will cease and their respective charges will not be deducted till such time the policy is not revived. All other charges will continue to be levied. The Policy may be revived within two years (subject to underwriting, where applicable) from the date when the first unpaid premium was due so long as the Policy has not been terminated. During this period, the Policyholder will continue to be invested in the respective unit funds and Fund Value will be payable in case of death of the Policyholder.

If the Policy is not revived within this period, it will be foreclosed at the end of the third Policy year or at the end of the revival period, whichever is later, by paying Surrender Value as per the Policy terms and conditions.

If premiums have been paid for more than three years but less than five years, Life Insurance Cover and Payer Waiver benefit will continue for a period of two years from the date when the first unpaid premium was due so long as the Policy has not been terminated. The Policyholder can resume payment of premium any time during this period and the Policyholder will continue to be invested in the respective unit funds. If the premium payment is not resumed within the period of two years from the due date of the first unpaid premium, the Policy will be foreclosed by payment of Surrender Value as per the Policy terms and conditions.

In case of discontinuance of premium after paying five full years' premium, if the premium payment is not resumed within the period of two years from the due date of the first unpaid premium, the Policyholder will have the option of continuing the Policy without any further payment of premium. Life Insurance Cover would be maintained and mortality charges levied subject to the foreclosure conditions as described below. In this case, the Policyholder would also have the option to continue the Payer Waiver benefit, in which case charges in respect of the same would also be levied subject to the foreclosure conditions as described below. All other applicable charges will also continue to be levied.

However, if the Policyholder does not choose to continue the Life Insurance Cover, the Policy will be foreclosed by payment of Surrender Value as per as per the Policy terms and conditions, after expiry of two years from the date of first unpaid premium.

9. The 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.
10. **Increase or Decrease in premium:** Increase or decrease of premium will not be allowed under this product.
11. **Foreclosure condition:** If premiums have been paid for three full Policy years and after three Policy years have elapsed since inception, whether or not the policy is premium paying, if the Fund Value falls below 110% of one year's premium, the Policy shall be terminated by paying the Fund Value, without levying any Surrender Charge.
12. **Grace Period:** The grace period for payment of premium is 15 days for monthly mode of premium payment and 30 days for other frequencies of premium payment.
13. The term chosen at inception of the Policy cannot be changed.
14. **Suicide Clause:** If the Life Assured, whether sane or insane, commits suicide within one year from the date of issue of this Policy, no benefit will be payable. 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.
15. **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 created/cancelled), gives the unit price of the fund under consideration.
16. Assets in the unit fund are valued daily on a mark to market basis.

17. If premiums for the second year onwards are received by outstation cheques, the NAV of the clearance date or due date, whichever is later, will be used for allocation of premium.
18. 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. For all transactions on the last day of the financial year, the NAV of that day would be applicable, irrespective of the cut-off time
19. No loans are allowed under this Policy
20. All renewal premiums received in advance will be allocated units at the NAV prevailing on the date on which such premiums become due. However, the status of the premium received in advance shall be communicated to the Policyholder.
21. If the child dies before the life assured, the life assured may continue paying the premiums under the Policy (and nominate another child or any other individual). This will have no effect on the benefit structure or the term of the Policy. The newly nominated individual will only be the beneficiary to receive these payments as and when they are payable.

In case the nominee dies after the death of the life assured, the policy will continue subject to the same terms and conditions. The policy proceeds will become payable to the legal heir of the nominee.

22. **Section 41:** 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.

Provided that acceptance by an insurance agent of commission in connection with a policy of life insurance taken out by himself on his own life shall not be deemed to be acceptance of a rebate of premium within the meaning of this sub section if at the time of such acceptance the insurance agent satisfies the prescribed conditions establishing that he is a bona fide insurance agent employed by the insurer.

Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to five hundred rupees.

23. **Section 45:** No policy of life insurance effected before the commencement of this Act shall after the expiry of two years from the date of commencement of this Act and no policy of life insurance effected after the coming into force of this Act 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 statement made in the proposal or in any report of a medical officer, or 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 statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policy-holder and that the policy-holder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose:

Provided that nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal

24. 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 apply with prospective effect, subject to prior approval from IRDA and if so permitted by the then prevailing rules, after giving a notice to the policyholders. The following limits are applicable:

- Fund management charge may be increased to a maximum of Rs. 240 per month
- Total Policy Administration Charge may be increased to a maximum of 1.50% of annual premium per month
- Miscellaneous charge may be increased to a maximum of Rs. 500 per alteration
- Switching charge may be increased to a maximum of Rs. 200 per switch

The Policyholder who does not agree with an increase in charges shall be allowed to withdraw the units in the funds at the then prevailing Fund Value.

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 Life Assured should be aware that the investment in the units is subject to the following risks:

- a. ICICI Pru SmartKid Assure is a Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIP's are subject to investment risks.
- b. ICICI Prudential Life Insurance Company Limited, ICICI Pru SmartKid Assure, Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Dynamic P/E Fund, Multi Cap Balanced Fund, Income Fund and Money Market Fund are only names of the Company, Policy and funds respectively and do not in any way indicate the quality of the Policy, funds or their future prospects or returns.

- c. The investments in the funds are subject to market and other risks and there can be no assurance that the objectives of any of the Funds will be achieved.
- d. The premium paid in unit linked insurance policies are subject to investment risks associated with capital markets and debt markets and the NAVs of the units may go up or down based on the performance of fund and factors influencing the capital market and the insured is responsible for his/her decisions.
- e. The past performance of other funds of the Company is not necessarily indicative of the future performance of any of these funds.
- f. The funds do not offer a guaranteed or assured return.

## 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 10 million policies and has over 237,000 advisors and 6 bank partners.



**For more information,  
call our customer service toll free number on 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)  
To know more, please visit [www.iciciprulife.com](http://www.iciciprulife.com)**

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