

# ELECTRONIC CLEARING SERVICE (ECS)/ DIRECT DEBIT APPLICATION FORM



Instructions for premium payment through:

- ECS  Direct Debit

Branch Code: \_\_\_\_\_

(ICICI Prudential reserves the right to process a request as ECS or Direct Debit)

To,  
ICICI Prudential Life Insurance Co. Ltd.,  
ICICI Pru Life Towers,  
1089, AppaSaheb Marathe Marg,  
Prabhadevi, Mumbai - 400 025

Application No.	Policy No.	Amount (Rs)*	Start Date	End Date

- Subject to change with change in service tax rates/reinstatement charges and as per customer's request, ICICI Prudential shall debit the customer's bank account if the customer's policy and the ECS mandate are In Force and until the customer gives a written request for cancellation of ECS / Direct Debit.
- Request for cancellation of ECS /Direct Debit facility has to be provided 15 days prior to the due date or the same would be effective from the next premium due date.
- Requests for payment mode change to ECS/Direct Debit has to be provided 30 days prior to the due date or the same would be effective from the next due date.
- Data provided by the customer in the cancelled cheque and the proposal form may be used by the Company to complete the ECS Mandate in case required information has not been filled.

Ref: Authorisation to pay insurance premium through Electronic / direct debit clearing service.

a) Name of Account Holder   
(As appearing in the Bank records)

b) Bank Name

c) Branch Name & Address

d) Account No.

e) Micr Code (9 digit code as appearing on the Cheque copy issued by bank)   
\*(Please attach a copy of cancelled Cheque copy for verifying MICR code)

f) A/c Type  Current  Savings  Cash Credit

\*(In case of current A/c please affix proprietary firm / Company stamp on the mandate)

g) Ledger No./ Ledger folio No. (If appearing on the Cheque book)

Mobile No.

I, wish to avail of the direct Debit facility and hereby express my unconditional consent to debit premium of my policy referred to above through participation in Electronic clearing system (ECS) / Direct debit. I, understand and agree that premium amount to be debited from my account may vary due to taxes and other statutory levies as may be applicable from time to time.  
I, hereby declare that the particulars given are correct and complete. I understand and accept that the transaction will be effected on the policy on the due date (provided the day is working day). If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I shall not hold the user institution (company) responsible. I, agree to discharge the responsibility expected of me as a participant under the scheme.  
I, hereby authorise ICICI Prudential Life Insurance Company Ltd, to enable the ECS/ Direct Debit facility from my premium payments and in the instance of Direct debit / ECS debit dishonor, to re-debit my / our account with the mentioned bank to recover the premium payable.

Yes, I have attached a blank cancelled Cheque/ photocopy of the same

Certified that the particulars furnished above are correct and as per our records. All credits / refunds will be directed to the above mentioned bank account.

Bank Stamp

Signature of Authorised Bank official

Date

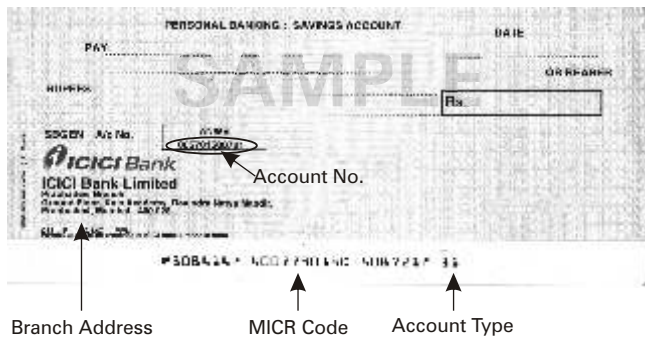
Primary Account holder's signature  
(If Primary Account holder differs from policy holder)

Policy holder's signature

Joint Account holder's signature 1

Joint Account holder's signature 2

ECS is an automated facility which debits your premium from the bank account specified by you, on your premium due date except in case of a holiday or for ECS locations under the Non-rolling settlement category. This is applicable for all active (in force) policies.



To avail this facility, you have to submit this form along with a cancelled Cheque (which helps us record the Account details of your bank- see image). The ECS facility is currently available in Agra, Ahmedabad, Allahabad, Amritsar, Aurangabad, Bangalore, Bardwan, Baroda, Belgaum, Bhilwara, Bhopal, Bhubaneswar, Calicut, Chandigarh, Chennai, Cochin, Coimbatore, Dehradun, Delhi, Dhanbad, Durgapur, Erode, Gadag, Gorakhpur, Guwahati, Gwalior, Hubli, Hyderabad, Indore, Jabalpur, Jaipur, Jalandhar, Jammu, Jamshedpur, Jodhpur, Kakinada, Kanpur, Kolhapur, Kolkata, Lucknow, Ludhiana, Madurai, Mangalore, Mumbai, Mysore, Nagpur, Nasik, Nellore, Panjim, Patna, Pondicherry, Pune, Raipur, Rajkot, Ranchi, Salem, Shimla, Sholapur, Siliguri, Surat, Thirupur, Tirupati, Trichur, Trichy, Trivandrum, Udaipur, Udupi, Varanasi, Vijaywada and Vizag.  
The ECS/ Direct Debit request will get rejected if:  
1. The above account details do not tally with your bank records  
2. A cancelled/ photocopied cheque is not attached