



WEALTH CREATION
FOR ALL LIFE GOALS

ASSURED[#]

**PROTECT YOUR LOVED ONES
AND SECURE YOUR DREAMS**

PROTECTION
FOR FAMILY

ASSURED[#]



[#]T&C apply

ICICI Pru
**Assured Savings
Insurance Plan**

A Non-Participating Non-Linked Life Individual Savings Product

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

[#]Guaranteed benefits are payable subject to all due premiums being paid and the policy being in force on the date of maturity.

ICICI Pru _____

Assured Savings Insurance Plan

A Non-Participating Non-Linked Life Individual Savings Product

Protection and savings are the two most essential needs for a secure future. Saving is always a good habit as it gives us a sense of security.

It provides us the means to meet emergencies in the future and at the same time, fulfil our critical long term goals like looking after our children's education, their marriage or being able to live comfortably after retirement.

Keeping this in mind we present **ICICI Pru Assured Savings Insurance Plan, a plan which gives you guaranteed savings benefits to meet your non-negotiable goals.** It also provides you life insurance cover to take care of your family in case of your unfortunate demise.

Key benefits

ICICI Pru Assured Savings Insurance Plan provides you:



- ▶ **Guaranteed[#] Additions:** Every year either 9%, 10% or 11% of total premiums paid will be added to your policy benefits depending on your policy term
-



- ▶ **Guaranteed[#] Maturity Benefit (GMB):** A guaranteed[#] lump sum payable at the end of the policy term
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- ▶ **Flexibility:** Choose premium payment term and policy term as per your need
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- ▶ **Protection:** Get life cover for the entire policy term
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- ▶ **The product is also available for purchase online**
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- ▶ **Tax benefits:** Tax benefits apply to premiums paid and benefits received as per the prevailing tax laws^{T&C3}

ICICI Pru Assured Savings Insurance Plan at a glance

Premium payment term (years)	5		7		8		10		12
Policy term (years)	10	15	12	15	16	20	15	20	20
Minimum annual premium** (₹)	50,000								
Minimum / Maximum age at entry	8 / 50	3 / 50	6 / 50	3 / 50	2 / 50	0 / 50	3 / 50	0 / 50	0 / 50
Minimum / Maximum age at maturity	18 / 70								
Premium paying mode	Annual / Half-yearly / Monthly								

Boundary conditions for policies sourced through POS channel

Premium payment term (years)	5		7		8		10		12
Policy term (years)	10	15	12	15	16	20	15	20	20
Minimum annual premium** (₹)	50,000								
Minimum / Maximum age at entry	8 / 50	3 / 50	6 / 50	3 / 50	2 / 49	0 / 45	3 / 50	0 / 45	0 / 45
Minimum / Maximum age at maturity	18 / 65								
Premium paying mode	Annual / Half-yearly / Monthly								
Maximum Annual Premium (₹)	2,50,000								

**Exclusive of Taxes.

*Guaranteed benefits are payable subject to all due premiums being paid and the policy being in force on the date of maturity.

Benefits in detail

Maturity benefit

On survival of the life assured till the Date of Maturity for a fully paid policy, the following will be payable:

$$\text{Maturity Benefit} = \text{Accrued Guaranteed Additions} + \text{Guaranteed Maturity Benefit (GMB)}$$

Guaranteed Additions

Guaranteed Additions are payable on Maturity and are considered in the calculation of Death Benefit.

Guaranteed Additions (GAs) will be added to the policy at the end of every policy year if all due premiums have been paid. Each Guaranteed Addition is equal to Guaranteed Addition rate multiplied with Total Premiums Paid till the date of accrual. GA rate depends on policy term as below.

Term	Guaranteed Addition rate
10 years	9%
12 or 15 years	10%
16 or 20 years	11%

Calculation of Guaranteed Additions:

Example: If you choose a policy term of 12 years, the GA rate will be 10% p.a. If your Annual Premium is ₹ 50,000, Guaranteed Additions will be as below.

Policy year	Premiums paid for the year (₹)	Total premiums paid till date (₹)	Guaranteed Addition
1	50,000	50,000	10% x 50,000 = 5,000
2	50,000	1,00,000	10% X 1,00,000 = 10,000
—	—	—	—
9	50,000	4,50,000	10% X 4,50,000 = 45,000
10	50,000	5,00,000	10% X 5,00,000 = 50,000
11	50,000	5,00,000	10% X 5,50,000 = 55,000
12	50,000	6,00,000	10% X 6,00,000 = 60,000

Guaranteed Maturity Benefit

Your GMB will be set at policy inception and will depend on policy term, premium, premium payment term, age and gender. Your GMB may be lower than your Sum Assured.

Annualized Premium per ₹ 1000 Guaranteed Maturity Benefit is given below for annual premium payment mode for a healthy male life:

Premium Payment Term	5	5	7	7	8	8	10	10	12
Age at entry/ Policy Term	10	15	12	15	16	20	15	20	20
0	-	-	-	-	-	197.96	-	160.40	129.45
1	-	-	-	-	-	199.19	-	161.31	130.10
2	-	-	-	-	219.46	200.43	-	162.23	130.75
3	-	438.38	-	224.35	220.37	201.68	136.62	163.16	131.41
4	-	440.51	-	225.10	221.29	202.95	136.96	164.09	132.08
5	-	442.65	-	225.86	222.22	204.23	137.31	165.04	132.75
6	-	444.81	228.91	226.62	223.15	205.53	137.66	165.99	133.43
7	-	446.99	229.40	227.39	224.08	206.84	138.01	166.96	134.11
8	296.98	449.19	229.89	228.16	225.03	208.16	138.36	167.94	134.80
9	297.46	451.40	230.39	228.93	225.98	209.50	138.71	168.92	135.49
10	297.93	453.64	230.89	229.71	226.94	210.85	139.07	169.92	136.20
11	298.41	455.90	231.38	230.50	227.91	212.23	139.42	170.92	136.90
12	298.89	458.17	231.88	231.28	228.88	213.61	139.78	171.94	137.62
13	299.38	460.47	232.38	232.08	229.86	215.01	140.14	172.97	138.34
14	299.86	462.79	232.89	232.87	230.85	216.43	140.50	174.00	139.07
15	300.34	465.12	233.39	233.67	231.84	217.87	140.86	175.05	139.80
16	300.83	467.48	233.90	234.48	232.84	219.32	141.22	176.11	140.54
17	301.32	469.86	234.41	235.29	233.85	220.79	141.59	177.18	141.29
18	301.80	472.26	234.92	236.11	234.87	222.28	141.95	178.27	142.04
19	302.29	474.68	235.43	236.93	235.89	223.78	142.32	179.36	142.80
20	302.78	477.13	235.94	237.75	236.93	225.31	142.69	180.47	143.57
21	303.28	479.60	236.46	238.58	237.97	226.85	143.06	181.59	144.35
22	303.77	482.09	236.98	239.42	239.02	228.41	143.43	182.72	145.13
23	304.26	484.60	237.50	240.26	240.07	229.99	143.80	183.86	145.92
24	304.76	487.14	238.02	241.10	241.14	231.59	144.18	185.02	146.72
25	305.26	489.70	238.54	241.95	242.21	233.21	144.56	186.19	147.52

Premium Payment Term	5	5	7	7	8	8	10	10	12
Age at entry/ Policy Term	10	15	12	15	16	20	15	20	20
26	305.75	492.28	239.07	242.81	243.29	234.85	144.94	187.37	148.34
27	306.25	494.89	239.59	243.67	244.38	236.51	145.31	188.56	149.16
28	306.75	497.52	240.12	244.53	245.48	238.19	145.70	189.77	149.99
29	307.26	500.18	240.65	245.40	246.59	239.89	146.08	191.00	150.82
30	307.76	502.86	241.19	246.28	247.70	241.61	146.46	192.23	151.67
31	308.26	505.57	241.72	247.16	248.83	243.36	146.85	193.48	152.52
32	308.77	508.31	242.26	248.05	249.96	245.13	147.24	194.75	153.39
33	309.28	511.07	242.79	248.94	251.10	246.92	147.63	196.03	154.26
34	309.79	513.86	243.33	249.83	252.25	248.74	148.02	197.32	155.14
35	310.30	516.67	243.88	250.74	253.41	250.58	148.41	198.64	156.02
36	310.81	519.52	244.42	251.64	254.59	252.45	148.81	199.96	156.92
37	311.32	522.39	244.97	252.56	255.76	254.34	149.20	201.30	157.83
38	311.83	525.29	245.52	253.48	256.95	256.25	149.60	202.66	158.74
39	312.35	528.22	246.07	254.40	258.15	258.19	150.00	204.04	159.67
40	312.86	531.17	246.62	255.33	259.36	260.16	150.40	205.43	160.60
41	314.69	541.82	247.64	256.55	260.42	261.89	150.73	205.69	160.72
42	316.54	552.86	248.66	257.77	261.48	263.63	151.06	205.95	160.84
43	318.40	564.30	249.69	259.01	262.55	265.40	151.39	206.20	160.95
44	320.28	576.19	250.73	260.25	263.63	267.19	151.73	206.46	161.07
45	322.17	588.52	251.77	261.50	264.71	269.00	152.06	206.73	161.19
46	325.49	611.00	253.67	263.92	266.99	272.83	152.77	207.71	161.74
47	328.86	635.09	255.65	266.40	269.29	276.75	153.48	208.70	162.29
48	332.29	660.96	257.66	268.86	271.52	280.78	154.20	209.70	162.84
49	335.78	688.81	259.69	271.39	273.91	284.92	154.92	210.70	163.40
50	339.32	718.89	261.75	273.87	276.35	289.17	155.65	211.72	163.96

For a female life assured, the rates will be those applicable to a male life assured two years younger. For female lives aged 3 and 4 for 15 years policy term, 6 and 7 for 12 policy term, 8 and 9 for 10 policy term and 2 and 3 for 16 years policy term the applicable female rates will be the youngest available male rates

How to calculate GMB

Example. If you are a male healthy life aged 30 with an annual premium of ₹ 50,000 payable annually and you choose a premium payment term of 10 years and policy term of 15 years your GMB will be as follows:

$$\text{GMB} = 50,000 / 146.46 \times 1000$$

GMB is the Sum Assured on maturity.

Death benefit

On death of the life assured during the Policy Term, for a Premium Paying or Fully Paid Policy ^{T&C6}, the following will be payable:

Death Benefit is equal to A or B or C or D, whichever is highest

Where,

A= Sum Assured plus accrued Guaranteed Additions

B= GMB plus accrued Guaranteed Additions

C= Minimum Death Benefit

D= Surrender Value payable as on date of death

Sum Assured on death is equal to 10 times annualized premium.

Minimum Death Benefit is equal to 105% of sum of premiums paid till date of death

On payment of Death Benefit to the claimant, the policy will terminate and all rights, benefits and interests under the policy will stand extinguished.

In the event of death of the Life Assured on the Date of Maturity, only the Maturity Benefit (if applicable) is payable and the Death Benefit shall not be payable.

Surrender benefit

You can Surrender the policy any time after payment of at least one full year's Premiums. Prior to receipt of one full year's premium, no surrender value is payable.

On policy surrender, you will get higher of the following:

- Guaranteed Surrender Value (GSV)
- Special Surrender Value (SSV)

Here ,

$GSV = \{GSV \text{ Factor} \times \{\text{Total premiums paid}\} + \{30\% \times \text{accrued guaranteed additions}\}$

GSV factors shall be as follows:

Policy Year	GSV factor
1	15%
2	30%
3	35%
4 to 7	50%
8 to (Policy Term less 2)	$50\% + 40\% \times (\text{Policy Year} - 7) \div (\text{Policy Term} - 8)$
Policy Term less 1 to Policy Term	90%

All the factors applicable to GSV calculation are guaranteed throughout the policy term.

Please note, if you discontinue your premiums before one full years' premium has been paid then no benefits will be payable under the policy.

For more details on the surrender benefit, please refer to the policy document.

Non-Payment of Premiums: What happens if you discontinue your premiums?

If you discontinue premium payment before one full years' premium has been paid then your policy will lapse and no benefits will be paid. However, you can revive the policy within five years from the due date of the first unpaid premium.

If premium payment is discontinued after one full years' premium has been paid then your policy will continue as a 'paid-up' policy with reduced benefits as explained below:

$$\text{Paid-up Sum Assured} = \frac{\text{Sum Assured} \times \text{number of months for which premiums are paid}}{(12 \times \text{Premium Payment Term})}$$

$$\text{Paid-up Guaranteed Maturity Benefit} = \frac{\text{GMB} \times \text{number of months for which premiums are paid}}{(12 \times \text{Premium Payment Term})}$$

$$\text{Paid-up Guaranteed Addition} = \text{Guaranteed Addition rate} \times \text{Total Premiums Paid till the date of accrual} \times \left(\frac{\text{number of months for which premiums are paid}}{12 \times \text{Premium Payment Term}} \right)$$

Once a policy becomes paid up, Paid-up Guaranteed Additions will accrue at the end of each policy year till the earlier of revival of the policy or end of the policy term.

On death of the life assured during the policy term when the policy is paid-up, the Paid-up Death Benefit will be payable and equal to the highest of A, B, C or D

Where,

- ▶ A = Paid-up Sum Assured plus accrued Guaranteed Additions
- ▶ B = Paid-up Guaranteed Maturity Benefit plus accrued Guaranteed Additions
- ▶ C = 105% of total premiums paid (excluding extra mortality premiums, Goods & Services Tax and Cess (if any) till the date of death
- ▶ D = Surrender Value payable as on date of death

In the event of death of the Life Assured on the Date of Maturity for a Paid-up policy, only the Paid-Up Maturity Benefit (if applicable) is payable and the Paid-Up Death Benefit shall not be payable.

On survival of the life assured till the end of the policy term the Maturity Benefit will be payable which is equal to paid-up GMB plus Accrued GAs.

For more details on paid-up policies, please refer to the policy document.

Revival of the policy

A policy which has discontinued payment of premiums may be revived subject to underwriting and the following conditions:

- ▶ The application for revival is made within 5 years from the due date of the first unpaid premium and before the termination date of the policy. Revival will be based on the prevailing Board approved underwriting policy.
- ▶ The policyholder furnishes, at his or her own expense, satisfactory evidence of health of the life assured as required by the Company.
- ▶ The arrears of premiums together with interest at such rate as the Company may charge for late payment of premiums are paid.
- ▶ Interest rate for revival cases are set monthly based on the prevailing yield on Government Securities. The applicable revival interest rate in August 2024 is 8.36% p.a. compounded semi-annually, this is subject to change from time to time.

The revival of the policy may be on terms different from those applicable to the policy before premiums were discontinued; for example, extra mortality premiums or charges may be applicable. We reserve the right to refuse to revive the policy. The revival will take effect only if it is specifically communicated by the Company to the policyholder.

On revival of a paid-up policy, the paid-up Sum Assured and paid-up GMB will be restored to the Sum Assured and GMB applicable at the time of premium discontinuance. The full GAs that would have accrued to the policy will be added to the policy and the reduced GAs will be reversed.

Benefit Illustration for ICICI PRU Assured Savings Insurance Plan

Age at entry: 30 years

Policy term: 15 years

Premium paying term: 7 years

Premium paying mode: Yearly

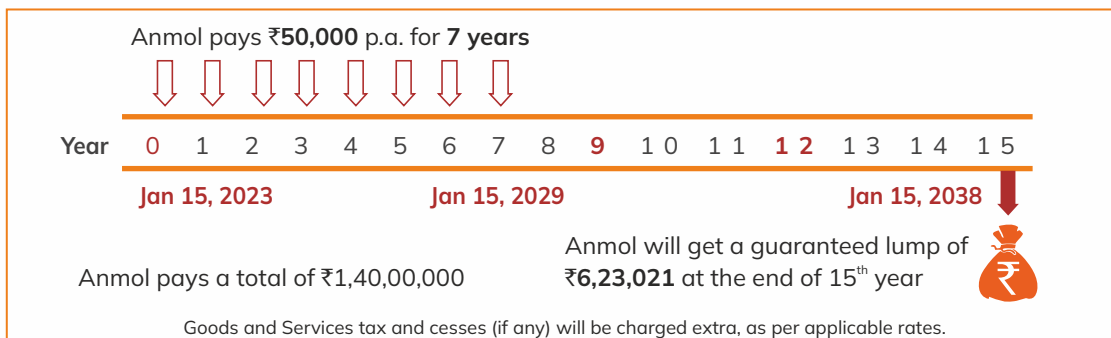
Annual premium: ₹ 50,000 (Exclusive of Taxes)

Sum Assured: ₹ 5,00,000

Total premium paid: ₹ 3,50,000 (Exclusive of Taxes)

Benefit summary	
Guaranteed [#] Additions	₹ 4,20,000
Guaranteed [#] Maturity Benefit	₹ 2,03,021
Maturity Benefit: Total amount payable at maturity	₹ 6,23,021

The above illustration is for a healthy male life assured and assumes all due premiums until maturity are paid.



The above illustration is for a healthy male life assured and assumes all due premiums until maturity are paid.

Taking a Policy Loan

- ▶ Loans are available provided a positive surrender value is payable under the policy at the time of disbursement of the same.
- ▶ Loan amount of up to 80% of Surrender Value can be availed.
- ▶ For other than in-force and fully paid-up policies, if the outstanding loan amount including interest exceeds the Surrender Value, the policy will be Foreclosed. The policyholder shall be given due intimation/ notice prior to the policy foreclosure as a reasonable opportunity for continuing the policy. On Foreclosure, the Policy will terminate, and all rights, benefits and interests under the policy will stand extinguished.
- ▶ For inforce and/or fully paid-up policy, the policy can't be foreclosed on the ground of outstanding loan amount including interest exceeding the surrender value.
- ▶ For availing this feature of loan, the policy shall be assigned to Company.
- ▶ Before any benefits are paid out, loan outstanding together with the interest thereon if any will be deducted and the balance amount will be payable.
- ▶ Applicable interest rate will be equal to 150 basis points in addition to the prevailing yield on 10-year Government Securities. The yield on 10-year Government Securities will be sourced from www.bloomberg.com. The loan interest rate for August 2024 is 8.36%p.a. compounded half-yearly
- ▶ The loan interest rate will be reviewed monthly by Us and any change in the interest rate shall be effective from 15th of the month.
- ▶ The basis for computing loan interest will be reviewed from time to time and may be revised subject to the prior approval of the IRDAI.

Terms & Conditions

1. **Suicide clause:** In case of death due to suicide within 12 months from the date of commencement of risk under the policy or from the date of Revival of the policy, as applicable, the Claimant shall be entitled to 80% of the total premiums paid till the date of death or the Surrender Value available as on the date of death whichever is higher, provided the policy is in force. The Policy will terminate on making such a payment and all rights, benefits and interests under the Policy will stand extinguished.
2. **Free look period:** On receipt of the policy document, whether received electronically or otherwise, You have an option to review the policy terms and conditions. If You are not satisfied or have any disagreement with the terms

and conditions of the Policy or otherwise and have not made any claim, the Policy Document needs to be returned to the Company with reasons for cancellation within 30 days from the date of receipt of the Policy Document. We will refund the premium paid after deduction of Stamp duty, proportionate risk premium for the period of cover and the expenses borne by Us on medical tests, if any. The Policy shall terminate on payment of this amount and all rights, benefits and interests under this Policy will stand extinguished

3. **Tax benefits:** Tax benefits under the policy will be as per the applicable Income Tax laws. We recommend that you seek professional advice for applicability of tax benefit on premiums paid and benefits received. Goods & Services tax and applicable cesses, if any will be charged extra as per applicable rates. The tax laws are subject to amendments from time to time.
4. **Grace Period:** If the policyholder is unable to pay an installment premium by the due date, a grace period of 15 days will be given for payment of due installment premium for monthly frequency, and 30 days will be given for payment of due installment premium for any other frequency, commencing from the premium due date. The life cover continues during the grace period. In case of Death of Life Assured during the grace period, the Company will pay the applicable Death Benefit.
If the premium is not paid within the grace period before one full years' premium has been paid then the policy shall lapse and cover will cease. If the policy is not revived within the revival period, then the policy shall foreclose and all rights and benefits under the policy shall stand extinguished.
5. Premium, premium payment term and policy term chosen at inception of policy cannot be changed.
6. A fully paid policy is a policy for which all premiums have been paid, as per the premium payment term selected, and no further premiums are due. A premium paying policy is policy for which all due premiums have been paid till date, but future premiums are payable for the rest of the premium payment term.
7. **Policy on the Life of a Minor:** If the policy has been taken on the life of a minor, on attaining the age of majority i.e. 18 years, the policy will vest on him/her. Thereafter, the Life Assured shall become the policyholder who will then be entitled to all the benefits and subject to all liabilities as per the terms and conditions of the policy. Subsequently, the Life Assured cum Policyholder can register due nomination as per Section 39 of the Insurance Act, 1938 as amended from time to time. However, if the policy is assigned during the minority of the Life Assured, then the vesting of the policy shall be kept in abeyance till the assignment is valid and effective

8. **Policies where Policyholder and Life Assured are different individuals:** If the Policyholder and the Life Assured are different, then in the event of death of the Policyholder and upon subsequent intimation of the death with the Company:
- ▶ If the Life Assured is a minor: the policy shall vest on the guardian of the minor life assured till he/she attains the age of majority. Upon attaining the age of majority the policy ownership shall be changed according to Clause 7 mentioned above;
 - ▶ If the Life Assured is major: the policy shall vest on the Life Assured. Thereafter, the Life Assured shall become the Policyholder and will be entitled to all benefits and subject to all liabilities as per the terms and conditions of the policy. The Life Assured cum Policyholder can register due nomination as per Section 39 of the Insurance Act, 1938 as amended from time to time.
9. **Nomination:** Nomination shall be as per Section 39 of the Insurance Act, 1938 as amended from time to time. For more details on this section, please refer to our website.
10. **Assignment:** Assignment shall be as per Section 38 of the Insurance Act, 1938 as amended from time to time. For more details on this section, please refer to our website.
11. **Section 41:** In accordance with Section 41 of the Insurance Act, 1938 as amended from time to time, 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.
- Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to ten lakh rupees.
12. **Section 45 of the Insurance Act, 1938, as amended from time to time:**
- 1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three years from the date of the policy, i.e., from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later.
 - 2) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the

policy, whichever is later, on the ground of fraud: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision is based.

3) Notwithstanding anything contained in sub-section (2), no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that there was no deliberate intention to suppress the fact or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer: Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the policyholder is not alive.

4) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground that any statement of or suppression of a fact material to the expectancy of the life of the insured was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision to repudiate the policy of life insurance is based: Provided further that in case of repudiation of the policy on the ground of misstatement or suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to the insured or the legal representatives or nominees or assignees of the insured within a period of ninety days from the date of such repudiation.

5) 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.

In case of fraud or misstatement, the policy shall be cancelled immediately by paying the surrender value, subject to the fraud or misstatement being established by the Company in accordance with Section 45 of the Insurance Act, 1938 as amended from time to time.

13. **POS Policies:** Policies sourced through POS Channel will not have any medical examination.

14. For further details, please refer to the policy document and the benefit illustration.

15. Policy Servicing and Grievance Handling Mechanism:

For any clarification or assistance, You may contact Our advisor or call Our customer service representative (between 10.00 a.m. to 7.00 p.m, Monday to Saturday; excluding national holidays) on the numbers mentioned on the reverse of the Policy folder or on Our website: www.iciciprulife.com. For updated contact details, We request You to regularly check Our website. If You do not receive any resolution from Us or if You are not satisfied with Our resolution, You may get in touch with Our designated grievance redressal officer (GRO) at gro@iciciprulife.com or 1800-2660.

Address:

ICICI Prudential Life Insurance Company Limited,
Ground Floor & Upper Basement, Unit No. 1A & 2A,
Raheja Tipco Plaza Rani Sati Marg,
Malad (East) Mumbai-400097 .

For more details, please refer to the “Grievance Redressal” section on www.iciciprulife.com. If You do not receive any resolution or if You are not satisfied with the resolution provided by the GRO, You may escalate the matter to Our internal grievance redressal committee at the address mentioned below:

ICICI Prudential Life Insurance Co. Ltd.
Ground Floor & Upper Basement Unit No. 1A & 2A,
Raheja Tipco Plaza, Rani Sati Marg,
Malad (East), Mumbai- 40009, Maharashtra.

If you are not satisfied with the response or do not receive a response from us within 15 days, you may approach Policyholders' Protection and Grievance Redressal Department, the Grievance Cell of the Insurance Regulatory and Development Authority of India (IRDAI) on the following contact details:

IRDAI Grievance Call Centre (BIMA BHAROSA SHIKAYAT NIVARAN KENDRA)
155255 (or) 1800 4254 732

Email ID: complaints@irdai.gov.in

Address for communication for complaints by fax/paper:

Policyholders' Protection and Grievance Redressal Department – Grievance Redressal Cell
Insurance Regulatory and Development Authority of India
Survey No. 115/1, Financial District, Nanakramguda, Gachibowli,
Hyderabad, Telangana State – 500032

You can also register your complaint online at bimabharosa.irdai.gov.in.

This is subject to change from time to time.

Refer <https://www.iciciprulife.com/services/grievance-redressal.html> for more details.

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company Limited is a joint venture between ICICI Bank Limited and Prudential Corporation Holdings Limited, a part of the Prudential group. ICICI Prudential began its operations in Fiscal 2001 after receiving approval from Insurance Regulatory Development Authority of India (IRDAI) in November 2000.

ICICI Prudential Life Insurance has maintained its focus on offering a wide range of savings and protection products that meet the different life stage requirements of customers.



ICICI Prudential Life Insurance Company Limited. IRDAI Regn. No. 105. CIN: L66010MH2000PLC127837.

For More Information:

Customers calling from anywhere in India, please dial 1800 2660

Do not prefix this number with "+" or "91" or "00"

Call Centre Timings: 10.00 am to 7.00 pm

Monday to Saturday, except National Holidays.

To know more, please visit www.iciciprulife.com

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Reg. Off.: ICICI PruLife Towers, 1089 Appasaheb Marathe Marg, Prabhadevi, Mumbai 400025. Tel.: 40391600.

Member of the Life Insurance Council. For more details on the risk factors, term and conditions please read the product brochure carefully before concluding the sale. Trade Logo displayed above belongs to ICICI Bank Ltd & Prudential IP services Ltd and used by ICICI Prudential Life Insurance Company Ltd under license. ICICI Pru Assured Savings Insurance Plan Form No.: E18 and E27. UIN: 105N144V11. Advt. No.L/II/1052/2024-25.

BWARE OF SUSPICIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums.

Public receiving such phone calls are requested to lodge a police complaint.