IN ULIPS, THE INVESTMENT RISK IN THE INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

A plan with the potential to maximise your returns and your dreams.

Key Benefits:

- Automatic Transfer Strategy (ATS)*
- Choice of 4 portfolio strategies#
- Get Life Cover

*The minimum transfer amount under ATS is ₹2,000. Once selected, ATS will be renewed and 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. #The Policyholder can only have his funds in one of the Portfolio Strategies.

ICICI Pru

LifeTime Classic

Unit Linked Insurance Plan

ICICI PRUDENTIAL LIFE INSURANCE

ICICI Pru LifeTime Classic – A Non-participating Unit Linked Life Insurance Plan

This is a unit linked insurance plan. In this policy, the investment risk in investment portfolio is borne by the Policyholder. Unit linked Insurance products do not offer any liquidity during the first five years of the contract. The Policyholder will not be able to surrender/withdraw the monies invested in unit linked insurance products completely or partially till the end of the fifth year.

You have dreams for yourself and the ones you love. You need a financial plan that helps you achieve these dreams while protecting them in adverse situations.

With this objective in mind, we present ICICI Pru LifeTime Classic – a protection and savings oriented unit linked insurance plan. This plan offers you a life insurance cover to protect your family in case of your unfortunate demise along with multiple choices on how to invest to help you achieve your financial goals.

Why should you invest in ICICI Pru LifeTime Classic

Choice of 4 portfolio strategies to match your needs.

1. **Target Asset Allocation Strategy:** Allocate your investment between funds as per your risk appetite and maintain the allocation with quarterly rebalancing
2. **Trigger Portfolio Strategy 2:** Takes advantage of substantial market swings and invests on the principle of "Buy low and Sell high"
3. **LifeCycle based Portfolio Strategy 2:** A unique and personalized strategy to create an ideal balance between equity and debt, based on your age
4. Or you can allocate your savings in any of the nine funds through Fixed Portfolio Strategy

Choice of protection level: Choose the level of protection that suits your needs

Additional Protection: Get additional protection by opting for ICICI Pru Accidental Death Rider

Loyalty Additions: Get Loyalty Additions from year 6 onwards which enhances your fund value

Wealth Boosters: Once every 5 years starting from the end of the 10th policy year

Tax Benefits: Tax benefits on premiums paid and benefits received as per the prevailing tax laws[T&C 2]

How does the policy work?

- **Decide your premium amount and the premium payment option**
- **Select the Sum Assured as per your protection needs**
- **Choose the Portfolio Strategy**
- **On maturity of your policy, receive your maturity benefit as a lump sum or as a structured payout through Settlement Option to meet your financial goals**
- **In case of your unfortunate death during the policy term your family will get the death benefit**

Choice of four portfolio strategies

Target Asset Allocation Strategy

This strategy enables you to choose an asset allocation that is best suited to your risk appetite and maintains it throughout the policy term.

You can allocate your premiums between any two funds available with this policy, in the proportion of your choice. Your portfolio will be rebalanced every quarter to ensure that this asset allocation is maintained.

The re-balancing of units shall be done on the last day of each policy quarter. You can avail this option at inception or at any time later during the policy term.

Trigger Portfolio Strategy 2

For an investor, maintaining a pre-defined asset allocation is a dynamic process and is a function of constantly changing markets. The Trigger Portfolio Strategy 2 enables you to take advantage of substantial equity market swings and invest on the principle of “buy low, sell high”. Under this strategy, your investments will initially be distributed between two funds Multi Cap Growth Fund, an equity oriented fund, and Income Fund - a debt oriented fund in a 75%: 25% proportion. The fund allocation may subsequently get altered due to market movements. We will re-balance funds in the portfolio based on a pre-defined trigger event.

Working of the strategy:

- The trigger event is defined as a 10% upward or downward movement in NAV of Multi Cap Growth Fund, since the previous rebalancing. For determining the first trigger event, the movement of 10% in NAV of Multi Cap Growth Fund will be measured vis-à-vis the NAV at the inception of your strategy.

- On the occurrence of the trigger event, any fund value in Multi Cap Growth Fund which is in excess of three times the Income Fund, fund value is considered as gains and is transferred to the liquid fund - Money Market Fund by cancellation of appropriate units from the Multi Cap Growth Fund. This ensures that gains are capitalized while maintaining the asset allocation between Multi Cap Growth Fund and Income Fund at 75%:25%.

- In case there are no gains to be capitalized, funds in Multi Cap Growth Fund, Income Fund and Money Market Fund are redistributed in Multi Cap Growth Fund and Income Fund in 75:25 proportion.

Fixed Portfolio Strategy

This strategy enables you to manage your investments actively. Under this strategy, you can choose to invest your monies in any of the following fund options in proportions of your choice. You can switch monies amongst these funds using the switch option.

The details of the funds are given in the table below:

Fund name and its objective	Asset allocation	% (Min)	% (Max)	Potential risk-reward profile
Opportunities Fund: 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. SFIN: ULIF 086 24/11/09 LOpport 105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
Multi Cap Growth Fund: To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of large, mid and small cap companies. SFIN: ULIF 085 24/11/09 LMCapGro105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	

Fund name and its objective	Asset allocation	% (Min)	% (Max)	Potential risk-reward profile
Bluechip Fund: To provide long-term capital appreciation from equity portfolio predominantly invested in large cap stocks. SFIN: ULIF 087 24/11/09 LBluChip 105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
Maximiser V: To achieve long-term capital appreciation through investments primarily in equity and equity-related instruments of large and mid cap stocks. SFIN: ULIF 114 15/03/11 LMaximis5105	Equity and Equity Related Securities	75%	100%	High
	Debt	0%	25%	
	Money Market and Cash	0%	25%	
Maximise India Fund: To offer long term wealth maximization by managing a diversified equity portfolio, predominantly comprising of companies in NIFTY 50 & NIFTY Junior indices. SFIN: ULIF 136 11/20/14 MIF 105	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	

Fund name and its objective	Asset allocation	% (Min)	% (Max)	Potential risk-reward profile
Multi Cap Balanced Fund: 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. SFIN: ULIF 088 24/11/09 LMCapBal 105	Equity and Equity Related Securities	0%	60%	Moderate
	Debt	20%	70%	
	Money Market and Cash	0%	50%	
Active Asset Allocation Balanced Fund: To provide capital appreciation by investing in a suitable mix of cash, debt and equities. The investment strategy will involve a flexible policy for allocating assets among equities, bonds and cash. SFIN: ULIF 138 15/02/17 AAABF 105	Equity and Equity Related Securities	30%	70%	Moderate
	Debt	30%	70%	
	Money Market and Cash	0%	40%	
Income Fund: 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. SFIN: ULIF 089 24/11/09 LIncome 105	Debt	40%	100%	Low
	Money Market and Cash	0%	60%	

Fund name and its objective	Asset allocation	% (Min)	% (Max)	Potential risk-reward profile
Money Market Fund: To provide suitable returns through low risk investments in debt and money market instruments while attempting to protect the capital deployed in the fund. SFIN: ULIF 090 24/11/09 LMoneyMkt 105	Debt	0%	50%	Low
	Money Market and Cash	50%	100%	

Automatic Transfer Strategy

Within the Fixed Portfolio Strategy you also have the option to select Automatic Transfer Strategy (ATS). If this is chosen you can invest all or some part of your investment in Money Market Fund or Income Fund and transfer a fixed amount in regular monthly instalments into any one of the following funds: Bluechip Fund, Maximiser V, Multi Cap Growth Fund, Maximise India Fund or Opportunities Fund. There would be no additional charges for ATS. The following conditions apply to ATS.

- The minimum transfer amount under ATS is ₹2,000.
- This transfer will be done in equal instalments in not more than 12 monthly instalments.
- ATS would be executed by redeeming the required number of units from fund chosen at the applicable unit value and allocating new units in the destination fund at the applicable unit value.
- At inception, you can opt for a transfer date of either the first or fifteenth of every month. If the date is not mentioned the funds will be switched on the first day of every month. If the first or the fifteenth of the month is a non-valuation date, then the next working day's NAV would be applicable.

Once selected, ATS will be renewed and 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.

Lifecycle based Portfolio Strategy 2

Your financial needs are not static and keep changing with your life stage. It is, therefore, necessary that your policy adapts to your changing needs. This need is fulfilled by the LifeCycle based Portfolio Strategy 2.

Key features of this strategy

• Age based portfolio management

At Policy inception, your investments are distributed between two funds, Multi Cap Growth Fund and Income Fund, based on your age. As you move from one age band to another, your funds are re-distributed based on your age. The age wise portfolio distribution is shown in the table.

Asset allocation details at Policy inception and during the Policy term

Age of Life Assured (years)	Multi Cap Growth Fund	Income Fund
Up to 25	80%	20%
26 – 35	75%	25%
36 – 45	65%	35%
46 – 55	55%	45%
56 – 65	45%	55%
66 +	35%	65%

• Quarterly rebalancing

On a quarterly basis, units shall be rebalanced as necessary to achieve the above proportions of the Fund Value in the Multi Cap Growth Fund and Income Fund. The re-balancing of units shall be done on the last day of each Policy quarter. The above proportions shall apply until the last ten quarters of the Policy are remaining.

• 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.

The Policyholder can only have his funds in one of the Portfolio Strategies.

Benefits in detail

- **Death Benefit**

In the unfortunate event of death of the Life Assured during the term of the policy the following will be payable to the Nominee, or in the absence of a Nominee the Legal heir.

- In case of Single Pay policies,
  Death Benefit = A or B or C whichever is highest
  Where,
  A = Sum Assured including Top-up Sum Assured, if any
  B = Fund Value including Top-up Fund Value, if any
  C = Minimum Death Benefit

- In case of Limited Pay and Regular Pay policies,

  - For age at entry less than 50 years,
    Death Benefit = (A+B) or C whichever is higher
    Where,
    A = Sum Assured including Top-up Sum Assured, if any
    B = Fund Value including Top-up Fund Value, if any
    C = Minimum Death Benefit

  - For age at entry greater than or equal to 50 years,
    Death Benefit = A or B or C whichever is highest
    Where,
    A = Sum Assured including Top-up Sum Assured, if any
    B = Fund Value including Top-up Fund Value, if any
    C = Minimum Death Benefit

Minimum Death Benefit will be 105% of the total premiums paid including Top-up premiums, if any.

Maturity Benefit

On maturity of the policy, you will receive the Fund Value including the Top-up Fund Value,if any.

You will have an option to receive the Maturity Benefit as a lump sum or as a structured payout using Settlement Option.

- 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.
- The first payout of the settlement option will be made on the date of maturity.
- 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.
- Only the Fund Management Charge would be levied during the settlement period.
- No Loyalty Additions or Wealth Boosters will be added during this period.
- Partial withdrawals and Switches are not allowed during the settlement period.
- Life insurance cover and rider cover shall cease on the original date of maturity.

Loyalty Additions and Wealth Boosters

The Company will allocate extra units as below provided all due premiums have been paid:

Premium payment term	Loyalty Additions		Wealth Boosters
	(End of year 6 and 7)	(End of year 8 and onwards)	(End of every fifth year, starting from the end of tenth policy year)
5 years – 6 years	0.10%	0.10%	1%
7 years – 9 years	0.15%	0.30%	1%
10 years and above	0.15%	0.30%	2%
Single Pay	0.25%	0.25%	1.5%

- For single pay policies with a policy term of 5 years, a loyalty addition of 0.25% of the average of daily Fund Values, including Top-up Fund Value, if any, in that same policy year, will be payable at the end of the fifth policy year.

- Each Loyalty Addition will be a percentage of the average of daily Fund Values including Top-up Fund Value, if any, in that same policy year as mentioned in the table above.
- Wealth Boosters will be a percentage of the average Fund Values including Top-up Fund Value, if any, on the last business day of the last eight policy quarters.
- Loyalty Additions and Wealth Boosters will be allocated among the funds in the same proportion as the value of total units held in each fund at the time of allocation.
- The allocation of Loyalty Additions and Wealth Boosters is guaranteed and shall not be revoked by the Company under any circumstances.
- If the premium payment is discontinued anytime after 5 years, the number of years for which premiums have been paid will be considered as the premium paying term for the purpose of deciding the Loyalty Additions & Wealth Boosters to be paid for the rest of the policy term as per the table above.

How do Loyalty additions and Wealth Boosters help you?

Loyalty Additions and Wealth Boosters are designed to reward you for paying premiums and staying invested for the long term. This is done by adding additional units to enhance your Fund Value. These additions at regular intervals would work towards helping you reach your goals faster.

Switches between funds

If you choose the Fixed Portfolio strategy, you can switch units from one fund to another depending on your financial priorities and investment outlook as many times as you want. Four switches are free in a policy year. Switches in excess of 4 free switches in a policy year will be charged at ₹100 per switch. Unutilized free switches can not be carried forward in next policy year.The minimum switch amount is ₹2,000.

Top-up

You can invest any surplus money as Top-up premium, over and above the base premium(s), into the policy. The following conditions apply on Top-ups:

- The minimum Top-up premium is ₹2,000.
- Your Sum Assured will increase by Top-up Sum Assured when you avail of a Top-up. Limits on Top-up Sum Assured multiples are the same as those applicable for the Single Pay premium payment option and are based on the age of the life assured at the time of paying the Top-up premium.

- Top-up premiums can be paid any time except during the last five years of the policy term, subject to underwriting, as long as all due premiums have been paid.
- A lock-in period of five years would apply for each Top-up premium for the purpose of partial withdrawals only.
- At any point during the term of the policy, the total Top-up premiums paid cannot exceed the sum of base premium(s) paid till that time.
- The maximum number of top-ups allowed during the policy term is 99.

Change in Portfolio Strategy (CIPS)

You can change your portfolio strategy up to four times in a policy year. This facility is provided free of cost. Any unutilized CIPS cannot be carried forward to the next policy year.

Premium Redirection

This feature is applicable only if you have opted for the Fixed Portfolio Strategy and provided monies are not in DP Fund. If you have selected Fixed Portfolio Strategy, at policy inception you specify the funds and the proportion in which the premiums are to be invested in the funds. At the time of payment of subsequent premiums, the split may be changed without any charge. This will not count as a switch. This benefit is not applicable for the Single Pay option.

Partial Withdrawal Benefit

Irrespective of the portfolio strategy you select, partial withdrawals are allowed after the completion of five policy years and on payment of all premiums for the first five policy years. You can make unlimited number of partial withdrawals as long as the total amount of partial withdrawals in a year does not exceed 20% of the Fund Value in a policy year. The partial withdrawals are free of cost.

The following conditions apply on partial withdrawals,

- Partial withdrawals are allowed only after the first five policy years and on payment of all premiums for the first five policy years.
- Partial withdrawals are allowed only if the Life Assured is at least 18 years of age.
- For the purpose of partial withdrawals, lock in period for the Top-up premiums will be five years or any such limit prescribed by IRDAI from time to time.

- Partial withdrawals will be made first from the Top-up Fund Value, as long as it supports the partial withdrawal, and then from the Fund Value built up from the base premium(s).
- Partial withdrawal will not be allowed if it results in termination of the policy[T&C6].
- The minimum value of each partial withdrawal is ₹2,000.

Increase / Decrease of Sum Assured

You can choose to increase or decrease your Sum Assured at any policy anniversary during the policy term provided all due premiums till date have been paid.

- Increase or decrease in Sum Assured will not change the premium payable under the policy.
- An increase in Sum Assured is allowed, subject to underwriting, before the policy anniversary on which the life assured is aged 60 years completed birthday.
- Decrease in Sum Assured is allowed up to the minimum allowed under the given policy.
- Such increases or decreases would be allowed in multiples of ₹1,000, subject to maximum Sum Assured multiple limits. Any medical cost for this purpose would be borne by you and will be levied by redemption of units.

Increase in Premium Payment Term

- Provided all due premiums have been paid, you can choose to increase the Premium Payment Term by notifying the Company.
- Increase in Premium Payment Term must always be in multiples of one year.
- Decreasing the Premium Payment Term is not allowed.

This benefit is not applicable for the Single Pay option.

Increase/Decrease in Policy Term

- You can choose to increase or decrease your policy term by notifying the Company.
- Increase or decrease in terms is allowed subject to the Policy terms allowed under the given policy
- An increase in policy term is allowed, subject to underwriting. Your Sum Assured may increase subject to the minimum sum assured conditions.
- On decrease of policy term, your Sum Assured will not reduce unless it is requested by you.

Non Forfeiture Benefits

1.Surrender:

During the first five policy years, on receipt of intimation that you wish to surrender the policy, the Fund Value including Top-up Fund Value, if any, after deduction of applicable Discontinuance Charge, shall be transferred to the Discontinued Policy Fund (DP Fund).

You or your nominee, as the case may be, will be entitled to receive the Discontinued Policy Fund Value, on the earlier of death or the expiry of the lock-in period. Currently the lock-in period is five years from policy inception.

On surrender after completion of the fifth policy year, you will be entitled to the Fund Value including Top-up Fund Value, if any.

2.Premium Discontinuance:

If a due premium has not been paid, we shall send you a notice within a period of fifteen days from the date of expiry of the grace period, requesting you to choose from the options given below in (i) and (ii) as applicable within a notice period of 30 days of receipt of such notice.

i. Premium discontinuance during the first five policy years:

In case of premium discontinuance during first five policy years, You will have the following options to exercise:

Option	Description	Treatment
1	Exercise the option to revive the policy within revival period	Fund Value including Top-up Fund Value, if any, shall be credited to the DP Fund after deduction of applicable Discontinuance Charge and will continue to remain in the fund till the policy is revived by paying due premiums. The revival period is two years from the date of discontinuance of policy.

#For treatment thereafter, please refer to the sections on Treatment of the policy while monies are in the DP Fund and policy revival.

Option	Description	Treatment
		In case the policy is not revived, the monies will remain in the DP fund till the end of the revival period or the lock in period, whichever is later, post which the monies will be paid out.
2	Exercise the option to of complete withdrawal from the policy with monies moving to the Discontinued Policy Fund	Fund Value including Top-up Fund Value, if any, shall be credited to the DP Fund after deduction of applicable Discontinuance Charge and will be paid out at the end of the lock in period.
3	No option selected	Treatment will be as if option 2 were selected

ii. Premium discontinuance after the first five policy years:

In case of premium discontinuance after the first five policy years, You will have the following options to exercise:

Option	Description	Treatment
1	Exercise the option to revive the policy within revival period	You will have an option of reviving the policy within the revival period of two years. During this period, your policy will continue with benefits as per the terms and conditions of the policy and the policy will remain in force during the revival period. Applicable charges shall be deducted from your fund value

Option	Description	Treatment
		till the time you pay overdue premiums. On payment of overdue premiums before the end of this period, the policy will be revived. If the policy is not revived by you till the end of the two year period the policy will be surrendered and the Fund Value, including the Top-up Fund Value, if any, will be paid to you. On payment of surrender value, all rights, benefits and interests under this policy shall be extinguished/terminated.
2	Exercise the option of complete withdrawal i.e., Surrender the policy without any risk cover	If You choose this option, the policy will be surrendered and the fund value, including top-up fund value, will be paid to You. On payment of surrender value, all rights, benefits and interests under this policy shall be extinguished/terminated.
3	Exercise the option to convert the policy into a paid-up policy	You will have an option to continue the policy without paying any future premiums, with the below mentioned options: a. Original Sum Assured, where risk cover for full Sum Assured will be available and full mortality and other charges will be deducted from the fund. This may cause rapid depletion

Option	Description	Treatment
		of the fund value as there will be no payment of premiums in future. b. Reduced Paid-up Sum Assured where the risk cover will reduce proportionately as per the formula mentioned below: Reduced Paid-up Sum Assured = Original Sum Assured X (number of premiums paid till the date of discontinuance / the original number of premiums payable)
4	No option selected	If you do not choose any of these options, your policy shall be treated as if option 2 were selected

Treatment of the policy while monies are in the DP Fund

While monies are in the DP Fund:

- Risk Cover and Minimum Death Benefit will not apply
- A Fund Management Charge of 0.50% p.a. of the DP Fund will be made. No other charges will apply.
- From the date monies enter the DP Fund till the date they leave the DP Fund, a minimum guaranteed interest rate declared by IRDAI from time to time will apply. The current minimum guaranteed interest rate applicable to the DP Fund is 4% p.a.

3. Policy revival:

Revival will be based on the prevailing Board approved underwriting guidelines. In case of revival of a policy, We shall:

1. Collect from You, all due and unpaid premiums without charging any interest or fee,
2. Levy policy administration charge and premium allocation charges as applicable during the discontinuance period. No other charges shall be levied,
3. Shall add back to the fund, the discontinuance charges deducted, if any, at the time of discontinuance of the policy

For the purpose of revival the following conditions are applicable:

a. You, at your own expense, furnish satisfactory evidence of health of the Life Assured, as required by us;

b. Revival of the policy may be on terms different from those applicable to the policy before the premiums were discontinued;

Monies will be invested in the segregated fund(s) chosen by You at the NAV as on the date of such revival. On revival, the policy will continue with benefits and charges, as per the terms and conditions of the policy.

Revival will take effect only on it being specifically communicated by us to you.

Illustration

Premium payment option: Limited Pay

Premium payment mode: Annual

Sum Assured: ₹10,00,000

Policy term: 15 years

Premium payment term: 7 years

Amount of instalment premium: ₹1,00,000

Age at entry: 35 years

Assumed investment returns	8% p.a.	4% p.a
Fund Value at Maturity	₹13,25,887	₹8,22,788

Premium payment option: Regular Pay

Premium payment mode: Annual

Sum Assured: ₹10,00,000

Policy term: 10 years

Premium payment term: 10 years

Amount of instalment premium: ₹1,00,000

Age at entry: 35 years

Assumed investment returns	8% p.a.	4% p.a
Fund Value at Maturity	₹13,29,899	₹10,66,960

The above illustrations are for a healthy male life with 100% of his investments in Maximiser V. The above are illustrative maturity values, net of all charges, service tax and cesses. Since your policy offers variable returns, the given illustration shows different rates of assumed future investment returns. 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.

Charges under the policy

Premium Allocation Charge

Premium Allocation Charge depends on the premium payment option and the premium payment mode chosen. It is deducted from the premium amount at the time of premium payment and units are allocated in the chosen funds thereafter. This charge is expressed as a percentage of premium.

- Single Pay: 3%
- Limited Pay and Regular Pay: For annual mode of premium payment

Year 1 - 5	Year 6-7	Thereafter
6%	4%	2%

For other than annual mode of premium payment

Year 1	Year 2-3	Year 4	Year 5	Year 6-7	Thereafter
6%	5%	4.5%	4%	4%	2%

All Top-up premiums are subject to an allocation charge of 2%.

Fund Management Charge (FMC)

The following fund management charges will be applicable and will be adjusted from the NAV on a daily basis. This charge will be a percentage of the Fund Value.

Fund	FMC p.a.
Maximiser V	1.35%
Opportunities Fund	1.35%
Multi Cap Growth Fund	1.35%
Bluechip Fund	1.35%
Multi Cap Balanced Fund	1.35%
Maximise India Fund	1.35%
Active Asset Allocation Balanced Fund	1.35%
Income Fund	1.35%
Money Market Fund	0.75%

Policy Administration Charge

Policy Administration Charge will be levied every month by redemption of units, subject to a maximum of ₹500 per month (₹6,000 p.a.). The policy administration charge will be as set out below:

- Single Pay: ₹60 p.m. (₹720 p.a.) for the first five policy years.
- Other than Single Pay:

Policy year	Policy Administration Charge per month(% of Annual Premium payable)
Year 1 to 5	0.095% p.m. (1.14% p.a.)
Thereafter	0.20% p.m. (2.40% p.a.)

Policy administration charge will be charged throughout the policy term.

Mortality Charges

Mortality charges will be levied every month by redemption of units based on the Sum at Risk.
For all One Pay policies and Limited Pay and Regular Pay policies with age at entry greater than or equal to 50 years
Sum at Risk = Highest of,

- Sum Assured,
- Fund Value (including Top-up Fund Value, if any),
- Minimum Death Benefit

Less

- Fund Value (including Top-up Fund Value, if any)

For Limited Pay and Regular Pay policies with age at entry less than 50 years
Sum at Risk = Highest of,

- Sum Assured, including Top-up Sum Assured, if any
- Minimum Death Benefit

Indicative annual charges per thousand life cover for a healthy male and female life are as shown below:

Age (yrs)	30	40	50	60
Male (₹)	1.06	1.81	4.95	11.54
Female (₹)	1.02	1.55	3.99	9.95

Discontinuance Charges

Discontinuance Charges are described below.

Single Pay:

Where the policy is discontinued in the policy year	Discontinuance charge
1	Lower of 1% of (SP or FV), subject to a maximum of ₹6000
2	Lower of 0.5% of (SP or FV), subject to a maximum of ₹5000
3	Lower of 0.25% of (SP or FV), subject to a maximum of ₹4000
4	Lower of 0.1% of (SP or FV), subject to a maximum of ₹2000
5 and onwards	NIL

Limited Pay and Regular Pay:

Where the policy is discontinued in the policy year	Discontinuance charge	
	Annual premium ≤ ₹25,000	Annual premium > ₹25,000
1	Lower of 20% of (AP or FV), subject to a maximum of ₹3,000	Lower of 6% (AP or FV), subject to a maximum of ₹6,000
2	Lower of 15% of (AP or FV), subject to a maximum of ₹2,000	Lower of 4% of (AP or FV), subject to a maximum of ₹5,000
3	Lower of 10% of (AP or FV), subject to a maximum of ₹1,500	Lower of 3% of (AP or FV), subject to a maximum of ₹4,000
4	Lower of 5% of (AP or FV), subject to a maximum of ₹1000	Lower of 2% of (AP or FV), subject to a maximum of ₹2,000
5 and onwards	NIL	NIL

AP: Annualised Premium; SP: Single Premium
FV: Fund Value including Top-up Fund Value, if any, on the Date of Discontinuance
No Discontinuance Charge is applicable for Top-up premiums.

<table>
<tr><td rowspan="4">Premium payment term</td><th>Premium payment option</th><th>Premium payment term</th></tr>
<tr><td>Single Pay</td><td>Single Premium</td></tr>
<tr><td>Limited Pay</td><td>5 years to 10 years</td></tr>
<tr><td>Regular Pay</td><td>Same as policy term</td></tr>
<tr><td>Minimum/Maximum Policy terms</td><td colspan="2">Limited Pay & Regular Pay:</td></tr>
</table>

Age at entry (last Birthday)	Policy Terms available (in years)	
	For premium payment terms less than 7 years	For premium payment terms 7 years and above
0 to 39	10, 15 to 25	10, 15 to 25
40 to 44	10, 15 to 20	10, 15 to 20
45 to 46	10, 15	10, 15
47 to 55	10	10
56 to 65	-	10

Single Pay:

Age at last Birthday	Policy Terms available (in years), subject to maximum maturity age	
	For Sum Assured Multiple of 1.25 times	For Sum Assured Multiple of 10 times
0 to 21	5 to 30	5 to 30
22 to 29	5 to 30	5 to 20
30 to 35	5 to 30	5 to 10
36 to 38	5 to 30	5
39 to 75	5 to 30	-

The above maximum policy terms are subject to the maximum age at maturity of 80 years

Policy term and maximum sum assured multiples for Single Pay policies below premium of ₹1,00,000 are as given below:

Policy term will be fixed at 10 years

Maximum age at entry is 70 years

10 times Sum Assured multiple will be available till age 32

1.25 times Sum Assured multiple will be available till age 70

Minimum premium	Single Pay: ₹50,000 Limited Pay and Regular Pay: ₹30,000 p.a.
Maximum premium	Unlimited
Premium payment modes	Single, Yearly, Half-yearly and Monthly

Sum Assured	

Single Pay:

Age at entry	Min. Sum Assured	Max. Sum Assured
0 to 38 years	1.25 X Single Premium	10 X Single Premium
39 years and above	1.25 X Single Premium	1.25 X Single Premium

Note: Sum Assured multiples in between the maximum and minimum limits are not available in Single Pay option

Limited Pay and Regular Pay:

Age at entry	Min. Sum Assured	Max. Sum Assured
0 to 44 years	Higher of (10 X Annualised Premium) and (0.5 X Policy term X Annualised Premium)	As per maximum Sum Assured multiples
45 years and above	Higher of (7 X Annualised Premium) and (0.25 X Policy term X Annualised Premium)	

Maximum Sum Assured multiples:

Base plan only			Base Plan + Accidental Death Benefit Rider
Age at entry	<7 Pay	>=7 Pay	
Upto 17	15	15	-
18-25	30	30	30

	Base plan only			Base Plan + Accidental Death Benefit Rider
	Age at entry	<7 Pay	>=7 Pay	
	26-28	25	25	25
	29-32	20	20	20
	33-36	15	15	15
	37-39	12.5	12.5	12.5
	40-55	10	10	10
	56-60	-	10	-
	61-65	-	7	-
Age at entry	Minimum entry age: 0 Maximum entry age: Single Pay: 75 years, Limited Pay/Regular Pay: 65 years			
Age at maturity	Minimum maturity age: 18 Maximum maturity age: Single Pay: 80 years, Limited Pay/Regular Pay: 75 years			
Tax Benefits	Premium and any benefit amount received under this policy will be eligible for tax benefit as per the prevailing Income Tax laws [T&C 2].			

- For your policy to continue for the entire policy term, premiums must be paid until the end of the selected premium payment term. Please assess whether you can afford to pay these premiums before purchasing the policy.
- Please note that by opting for higher Sum Assured multiples your policy will be more protection oriented.

Secure your family under Married Woman's Property Act (MWPA)

Through this feature, you have an option to secure the corpus for the benefit of your wife and children as the funds under the policy cannot be attached by creditors and claimants*.

Under section 6 of the Married Woman's Property Act, 1874, a married man can take an insurance policy on his own life, and express it to be for the benefit of his wife and children. When such intent is expressed on the face of the policy, it shall be deemed to be a trust for the benefit of the named beneficiaries and it shall not be subject to the control of the husband, or his creditors, or form part of his estate.

*Unless taken otherwise with the intent to defraud creditors. In case of any third party claim in the Courts of India with regards the insurance proceeds, the amount shall be subject to the judiciary directions.

Please seek professional legal advice for the applicability of this provision.

Additional protection through riders

Avail Additional protection through ICICI Pru Unit Linked Accidental Death Rider (UIN: 105A025V01)

Under this rider, Accidental Death Benefit will be payable in addition to death benefit if death is due to accident.

Terms and Conditions

1. **Freelook period:** If you are not satisfied with the terms and conditions of this policy, please return the policy document to the Company for cancellation within:
    - 15 days from the date of receipt of the policy document.
    - 30 days from the date of receipt of the policy document, if the policy is purchased through Distance Marketing.

   Distance Marketing means every activity of solicitation (including lead generation) and sale of insurance products through the following modes: (i) voice mode, which includes telephone-calling (ii) short messaging service (SMS) (iii) electronic mode which includes e-mail, internet and interactive television (DTH) (iv) physical mode which includes direct postal mail and newspaper and magazine inserts and (v) solicitation through any means of communication other than in person.

   On cancellation of the policy during the free look period, you shall be entitled to an amount which shall be equal to non-allocated premium plus charges levied by cancellation of units plus Fund Value at the date of cancellation less stamp duty expenses under the policy and expenses borne by us on medical examination, if any in accordance with the IRDAI (Protection Of Policyholders' Interests) Regulations 2002.

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

2. **Tax benefits** under the policy are subject to conditions under Section 80C, 10(10D) and other provisions of the Income Tax Act, 1961. Service tax and applicable cesses will be charged extra by redemption of units, as per applicable rates. Tax laws are subject to amendments from time to time. All policies issued from April 1, 2012, with sum assured (cover on death) less than 10 times of annual premium will not be eligible for tax benefit u/s 10(10D). Further tax benefit u/s 80C will be limited only up to 10% of Sum Assured. Please seek professional tax advice for applicability of tax benefits on premiums paid and benefits received.

3. Increase or decrease in premium is not allowed.

4. **Grace Period:** The grace period for payment of premium is 15 days for monthly mode of premium payment and 30 days for other modes of premium payment.

5. Date of Discontinuance of the policy is the date on which the Company receives intimation from the Policyholder about discontinuance of the policy or surrender of the policy, or on the expiry of the notice period, whichever is earlier. The policy remains in force till the date of discontinuance of the policy.

6. A discount of 1% in the year 1 premium allocation charge for a Limited Pay and Regular Pay policies and 0.5% for Single Pay policies is given to customers who buy directly from the Company’s website.

7. **Non-negative claw-back additions:** In the process to comply with the reduction in yield, the Company may arrive at specific non-negative claw-back additions, if any, to be added to the unit Fund Value, as applicable, at various durations of time after the first five years of the contract.

8. The Company will not provide loans under this policy.

9. **Suicide Clause:** If the Life Assured, whether sane or insane, commits suicide within one year from the date of inception of the policy or from the date of policy revival, only the Fund Value, including Top- up Fund Value, if any, as available on the date of death, would be payable. No charges will be deducted after the date of death.
   If the Life Assured, whether sane or insane, commits suicide within one year from the effective date of increase in Sum Assured, then the amount of increase shall not be considered in the calculation of the death benefit.

10. **Foreclosure of the policy:** For Limited Pay and Regular Pay policies, after five policy years have elapsed and at least five premiums have been paid, if the Fund Value including Top-up Fund Value, if any, becomes nil, the policy will terminate and no benefits will be payable. For Single Pay policies, after five policy years have elapsed and provided the monies are not in the DP fund, if the Fund Value including Top-up Fund Value, if any, becomes nil, the policy will terminate and no benefits will be payable. On termination of the policy all rights, benefits and interest under the policy shall be extinguished. A policy cannot be foreclosed before completion of five policy years.

11. **Unit Pricing:** The NAV for different Segregated Funds shall be declared on all business days. The NAV of each Segregated Fund shall be computed as set out below or by any other method as may be prescribed by regulation:

> [Market Value of investment held by the fund plus Value of Current Assets less Value of Current Liabilities and provisions]
> Divided by,
> Number of units existing under the Fund at valuation date, before any new units are created or redeemed

12. Assets are valued daily on a mark to market basis.

13. Policyholder through a secured login can access the value of policy wise units held by him in the format as per Form D02 prescribed under IRDAI Investment Regulations, 2016.

14. 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 allocated.

15. 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 those received after the cut-off time will be allocated the next day's NAV. The cut-off time will be as per IRDAI guidelines from time to time, which is currently 3:00 p.m. For all new business applications received on the last day of the financial year, the NAV of that day would be applicable, irrespective of the cut-off time.

16. 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.

17. **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.

18. **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.

19. **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.

    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 ten lakh rupees.

20. **Fraud and Misrepresentation:** Treatment will be as per Section 45 of the Insurance Act, 1938 as amended from time to time.

21. **Force Majeure:** The Company will value the funds on each day that the financial markets are open. However, the company may value the funds less frequently in extreme circumstances external to the Company where the value of the asset is too uncertain. In such circumstances the company may defer the valuation of assets for up to 30 days until the company feels that certainty to the value of assets has been resumed. The deferment of the valuation of the assets will be with prior approval with IRDAI.

    The Company will make investments as per the fund mandates detailed in the Fixed Portfolio Strategy section. However, the company reserves the right to change the exposure of all/any fund to money market to 100% in extreme situation external to the Company keeping in view market conditions/political situations/economic situations/war like situations/terror situations. The same will be put back as per the base mandate once the situation has corrected.

Some examples of such circumstances in above sections are:

- When one or more stock exchanges which provide basis for valuation for substantial portion of the assets of the fund are closed otherwise than for ordinary holiday
- When as a result of political, economic, monetary or any circumstances out of the control of the company, the disposal of the assets of the fund are not reasonable or would not reasonably be practicable without being detrimental to the interests of the remaining policyholders.
- During periods of extreme market volatility during which surrenders and switches would be detrimental to the interests of the remaining policyholders
- In the case of natural calamities/strikes/war/civil unrest and riots
- In the event of any force majeure or disaster that effects the normal functioning of the company
- If so directed by IRDAI

The policyholder will be notified of such a situation if it arises

22. The Company does not express itself upon the validity or accepts any responsibility on the assignment or nomination, in recording the assignment or registering the nomination or change in nomination.

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 IRDAI and if so permitted by the then prevailing rules, after giving a written notice to the Policyholders. The following limits are applicable:

- Fund Management Charge may be increased up to the maximum allowable as per applicable regulation.
- Policy Administration Charge may be increased to a maximum of ₹500 per month, subject to the maximum permitted by IRDAI, currently a maximum of ₹6000 p.a. applies.
- Switching charge may be increased to a maximum of ₹200 per switch.

Any Policyholder who does not agree with an increase, shall be allowed to cancel the units in the policy at the then prevailing Net Asset Value and terminate the policy.
The Premium Allocation Charges, Discontinuance Charges and Mortality Charges are guaranteed for the term of the policy.

Risks of investment in the Units of the Funds

The policyholder should be aware that the investment in the units is subject to the following risks:

- ICICI Pru LifeTime Classic is a Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIPs are subject to investment risks.
- ICICI Prudential Life Insurance Company Limited, ICICI Pru LifeTime Classic, Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Maximiser V, Multi Cap Balanced Fund, Income Fund, Maximise India Fund, Active Asset Allocation Balanced 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, the funds or their future prospects or returns.
- The investments in the funds are subject to market and other risks and there can be no assurance that the objectives of the funds will be achieved.
- 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.
- The past performance of other funds of the Company is not necessarily indicative of the future performance of these funds.
- The funds do not offer a guaranteed or assured return.
- For further details, refer to the Policy Document and detailed benefit illustration.

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 products that meet the needs of the Indian customer at every step in life.

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

Unit linked insurance products are subject to market risk, which affect the Net Asset Values & the customer shall be responsible for his/her decision. The names of the Company, Product names or fund options do not indicate their quality or future guidance on returns. Funds do not offer guaranteed or assured returns. Unit linked Insurance products do not offer any liquidity during the first five years of the contract. The Policyholder will not be able to surrender/withdraw the monies invested in unit linked insurance products completely or partially till the end of the fifth year. ICICI Prudential Life Insurance Company Limited. Registered Office: ICICI Prudential Life Insurance Company Limited, ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025. This product brochure is indicative of the terms, conditions, warranties, and exceptions contained in the insurance policy. For further details, please refer to the policy document. In the event of conflict, if any, between the contents of this brochure and those contained in the policy document, the terms and conditions contained in the policy document shall prevail. Trade Logo displayed above belongs to ICICI Bank Ltd & Prudential IP services Ltd and used by ICICI Prudential Life Insurance Company Ltd under license. Call us on 1-860-266-7766 (10am-7pm, Monday to Saturday, except national holidays and valid only for calls made from India). To know more visit www.iciciprulife.com. ICICI Pru LifeTime Classic Form No: UB5, UB6, UIN. 105L155V01. Advt No.: L/II/0178/2017-18.

BEWARE OF SPURIOUS PHONE CALLS & FICTITIOUS/FRAUDULENT OFFERS

IRDAI clarifies to the public that:
- IRDAI or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.
- IRDAI does not announce any bonus. Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.