

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



Get **MORE**

with

**ICICI Pru**

*Signature*

A Unit Linked Non-Participating Life Insurance Plan

**MORE** *Security for family with a Life cover*  
*Value for Investment*

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

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.

**Presenting ICICI Pru Signature - a savings and protection oriented unit linked insurance plan, designed for the preferred customer like you. Along with a life cover to secure your family in case you are not around, this plan offers flexible investment options to help you achieve your goals.**

## What makes ICICI PruSignature special



**Life Cover** for the entire policy term so that your family is financially secured even in your absence



**Return of all Premium Allocation charges** more than once throughout the policy term



**Value Benefit** in year 2 and year 6 to reward higher contributions



**Wealth Boosters** at the end of every 5 years starting from the end of 10th policy year



**Flexible options:** Choice of 4 portfolio strategies and wide range of funds across equity, balanced and debt to suit your investment needs



Enjoy policy benefits till 99 years of age with Whole Life policy term option



Systematic withdrawal plan to withdraw money regularly from your policy



**Tax benefits** may be applicable on premiums paid and benefits received as per prevailing tax laws<sup>T&C2</sup>

## ICICI Pru Signature plan options

Higher the premium, higher are the benefits

For more details on Life cover, refer section "Death Benefit" under "Benefits in detail".

Plan	Annualised Premium	Benefits
Advantage	₹ 2,00,000 – 4,99,999	Return of all premium allocation charges + Wealth Boosters
Premier	₹ 5,00,000 – 9,99,999	Return of all premium allocation charges + Wealth Boosters + Value Benefit in year 2
Exclusive	₹ 10,00,000 and above	Return of all premium allocation charges + Wealth Boosters + Value Benefit in year 2 + Value Benefit in year 6

### Return of Premium Allocation Charges

The total of Premium Allocation Charges (excluding Top-up premium allocation charges) deducted in the policy net of taxes will be added back to the Fund Value at the end of 10th policy year. The same amount will be added again at the end of every 5th policy year thereafter. So, longer you stay with us, the more we add to your corpus!

### Wealth Boosters

We will contribute to your wealth creation by allocating extra units to your policy at the end of every 5th policy year starting from the end of 10th policy year till the end of your policy term.

## Value Benefit

Investing is about creating value and to help create more value on your investment we reward you with Value Benefit based on your plan option.

It is 5% of the annual premium and will be added to the fund value as extra units on receipt of 2nd year's premium for Premier Plan and on receipt of 2nd year and 6th year's premiums for Exclusive Plan. For non-annual modes of premium payment, value benefit will be added as and when modal premiums are received for Premier and Exclusive plan option.

Policy Year	Plan option	
	Premier	Exclusive
2	5%	5%
6	-	5%

Value Benefit in 6th policy year is not applicable for premium payment term of 5 years.

Value Benefit is not applicable for Single Pay policies and on top-up premiums.

All these additions 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.

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## Start your wealth creation journey with 4 simple steps

- Decide the plan option, level of life cover, premium amount, premium payment option and policy term to match your financial protection and savings needs
- Choose the Portfolio Strategy and funds you want to invest in
- In case of your unfortunate death during the policy term, your nominee/ legal heir will receive the death benefit
- On maturity of the policy, get maturity benefit as a lump sum or as periodic payouts through settlement option

## ICICI Pru Signature at a glance

### Premium payment term (PPT)

Premium payment option	Premium payment term	Policy Term (in years)
Single Pay	Single Premium (SP)	10 to 30
Limited Pay	5, 7 and 10 years	10 to 30
Regular Pay	Same as policy term	10 to 30

For Whole Life option, Limited Pay: 7, 10 and 15 years

### Minimum/Maximum Policy terms in years

#### Limited Pay/ Regular Pay

Age at entry (last birthday)	Policy Terms (in years)	
	PPT = 5 years	PPT = 7 years and higher
0 to 41 years	10 to 30 years	10 to 30 years, Whole Life
42 to 50 years	10 to 25 years	10 to 25 years, Whole Life
51 to 53 years	10 to 20 years	10 to 20 years, Whole Life
54 to 56 years	10 years	10 to 15 years, Whole Life
57 to 58 years	10 years*	10 years, Whole Life
59 to 65 years	-	10 years, Whole Life

\*Minimum Annual Premium is ₹ 5 Lakhs

For Whole Life policy term option, policy term will be equal to 99 minus Age at entry

### Single Pay:

Age at entry (last birthday)	Policy Terms (in years)	
	For Sum Assured multiple of 1.25 times of SP	For Sum Assured multiple of 10 times of SP
0 to 27 years	10 to 30	10 to 30
28 to 30 years	10 to 30	10 to 25
31 to 33 years	10 to 30	10 to 20
34 to 36 years	10 to 30	10 to 15
37 to 39 years	10 to 30	10
40 to 70 years	10 to 30	-

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

Minimum / Maximum premium

₹ 2,00,000 p.a. - Unlimited

Premium payment modes

Single, Yearly, Half-Yearly and Monthly

### Sum Assured

#### Single Pay:

Age at entry	Minimum Sum Assured	Maximum Sum Assured
0 to 39 years	1.25 X Single Premium	10 X Single Premium
40 years and above	1.25 X Single Premium	1.25 X Single Premium

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

Limited and Regular Pay:

For policies other than Whole Life:

Age at entry	Minimum Sum Assured	Maximum 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 (of Annualised Premium):**

Age at entry (in years)	Base Plan only	Base Plan + ICICI PruAccidental Death Rider
Upto 17	15	-
18 to 36	20	20
37 to 41	15	15
42 to 46	12.5	12.5
47 to 55	10	10
56 to 60	10	-
61 to 65	7	-

**For Whole Life option:**

Age at entry (in years)	Minimum Sum Assured	Maximum Sum Assured
0 - 44	Higher of (10 X Annualised Premium) and ( (70- Age at entry) X 0.5 X Annualised Premium)	Higher of (10 X Annualised Premium) and ( (70- Age at entry) X 0.5 X Annualised Premium)
45 - 57	7 X Annualised Premium	10 X Annualised Premium
58 - 65	7 X Annualised Premium	7 X Annualised Premium

<b>Age at entry</b>	<p><b>Minimum entry age: 0 years</b>  <b>Maximum entry age:</b>  <b>Single Pay: 70 years, Limited/ Regular Pay: 65 years</b></p> <p>For minor lives, life cover commences from the date of inception of the policy. In case of minor life assured, the policy does not vest in the name of the life assured when he / she turns major during the policy term.</p>
<b>Age at maturity</b>	<p><b>For policies other than Whole Life: Minimum maturity age: 18 years</b>  <b>Maximum maturity age: Single Pay: 80 years,</b>  <b>Limited / Regular Pay: 75 years</b></p> <p><b>For Whole Life option: Maturity age: 99 years</b></p>

- Please note that by opting for higher sum assured multiples, your policy will be more protection oriented and may result in faster depletion of your fund value, especially at higher ages.
- Plan your life goals with Whole Life policy term option. You can withdraw funds at various intervals to fund different goals such as children's education, dream house or additional money for day-to-day expenses. You can also use Systematic Withdrawals to plan regular payouts in your post retirement years.



## Benefits in Detail



### Death Benefit

In the unfortunate event of death of the Life Assured during the term of the policy, provided the monies are not in the Discontinuance Policy (DP) fund, the following will be payable to the Nominee, or in the absence of a Nominee, the Legal heir.

Death Benefit = A or B or C whichever is highest where,

A = Sum Assured, including Top-up Sum Assured, if any

B = Minimum Death Benefit

C = Fund Value including the Top-up Fund Value, if any

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



### Wealth Boosters

We will contribute to your wealth creation by allocating extra units to your policy at the end of every 5th policy year starting from the end of 10th policy year till the end of your policy term as below:

Premium payment term	Wealth Booster	
	End of 10th year	End of every 5 years starting from 15th year
5 years	0%	1.00%
7 years	0.50%	1.75%
10 years and above	1.50%	2.75%
Single Pay	1.50%	1.50%

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.

If the premium payment is discontinued anytime after 5 years but before 7 years, premium payment term of 5 years will be considered for the purpose of deciding Wealth Boosters to be paid for the rest of the policy term as per the table above. If premium payment is discontinued anytime after 7 years but before 10 years, premium payment term of 7 years will be considered for the purpose of deciding Wealth Boosters to be paid for the rest of the policy term as per the table above.

Allocation of Wealth Boosters to the fund is guaranteed and shall not be revoked by the Company under any circumstances.



### Partial Withdrawal Benefit

This facility is designed to help you provide liquidity so that any immediate financial need can be met. You can avail this any time after the completion of five policy years, provided the monies are not in the Discontinued Policy (DP) fund. 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 which has completed the lock in period, as long as it supports the partial withdrawal, and then from the Fund Value built up from the base premium(s).
- For Limited and Regular Pay policies, partial withdrawal will be allowed till the Fund Value reaches two times of the annual premium.<sup>T&C10</sup>
- The minimum value of each partial withdrawal is ₹ 2,000.

**Systematic Withdrawal Plan (SWP):** Under Partial Withdrawal facility, you can choose to opt for Systematic Withdrawal Plan (SWP). This facility allows you to withdraw a pre-determined percentage of your fund value regularly. This can help you to meet specific needs such as child's education or money for day-to-day expenses during, retirement.

- Systematic Withdrawal Plan is allowed only after the first five policy years.
- The payouts may be taken monthly, quarterly, half-yearly or yearly, on a specified date and are payable in advance. This specified date can be 1st or 15th of a month. The first payout is made on the withdrawal start date specified by you.
- This facility can be opted at policy inception or anytime during the policy term. You may modify or opt-out of the facility by notifying us.
- All conditions applicable for partial withdrawals such as minimum and maximum withdrawal amount, age, etc. will be applicable for Systematic Withdrawal Plan as well. Both SWP and partial withdrawal can be availed simultaneously.
- For example, if you choose 6% p.a. of the fund value to be withdrawn yearly, then an amount equal to 6% of the fund value would be paid on the chosen date every year.



### Settlement Option

You have an option to receive the Maturity Benefit 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 'Return of Premium Allocation Charges', Wealth Boosters or Value Benefit will be added during this period.
- Partial withdrawals and Switches are not allowed during the settlement period.
- Life insurance cover and rider cover shall not be available during the settlement period.



### Unlimited free switches between funds for Fixed Portfolio Strategy:

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. This benefit is available to you without any charge. The minimum switch amount is ₹ 2,000. Switches are not applicable for other portfolio strategies.



### 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.



### 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.



### Increase/Decrease in Sum Assured

You can choose to increase or decrease your Sum Assured 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 policy.
- Such increases or decreases would be 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/Decrease in Premium Payment Term

- Provided all due premiums have been paid, you can choose to increase or decrease the Premium Payment Term by notifying the Company.
- Increase or decrease in Premium Payment Term is allowed subject to the Premium Payment Terms allowed under the policy.
- Increase or Decrease in Premium Payment Term must always be in multiples of one year.
- Decrease in Premium Payment Term will be allowed up to 7 years only.

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 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.

### Benefits of staying invested for the long term

#### Lower reduction in yield:

The longer you stay invested in your ICICI PruSignature policy, the better can be the expected returns. The table below shows the Reduction in Yield (RIY) at 8% investment return for premium paying term of 7 years with 100% of investment in Maximiser V fund. The lower the RIY, the better it is for you.

At the end of year	RIY stipulated by IRDAI <sup>#</sup>	RIY in ICICI Pru Signature - Advantage (Annual premium: 3 lakhs)	RIY in ICICI Pru Signature - Premier (Annual premium: 5 lakhs)	RIY in ICICI Pru Signature - Exclusive (Annual premium: 10 lakhs)
10	3.00%	2.04%	1.76%	1.55%
15	2.25%	1.52%	1.33%	1.19%
30	2.25%	1.19%	1.09%	1.01%

The RIY has been calculated after applying all the charges (except Goods & Services Tax, mortality charges and rider charges, if any).

<sup>#</sup>RIY stipulated is as per IRDA (Linked Insurance Products) Regulation, 2013.



## Choice of four portfolio strategies

1

### 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.

2

### 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.

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
<b>Focus 50 Fund:</b> To provide long-term capital appreciation from equity portfolio invested predominantly in top 50 stocks. <b>SFIN: ULIF 142 04/02/19 FocusFifty 105</b>	Equity and Equity Related Securities	90%	100%	High
	Debt	0%	10%	
	Money Market and Cash	0%	10%	
<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. <b>SFIN: ULIF 086 24/11/09 LOpport 105</b>	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
<b>Value Enhancer Fund:</b> To achieve long-term capital appreciation through investments primarily in equity and equity-related instruments in sectors that are emerging or witnessing an inflection in growth trajectory. <b>SFIN: ULIF 139 24/11/17 VEF 105</b>	Equity and Equity Related Securities	85%	100%	High
	Debt	0%	15%	
	Money Market and Cash	0%	15%	
<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. <b>SFIN: ULIF 085 24/11/09 LMCapGro 105</b>	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
<b>Bluechip Fund:</b> To provide long-term capital appreciation from equity portfolio predominantly invested in large cap stocks. <b>SFIN: ULIF 087 24/11/09 LBluChip 105</b>	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
<b>India Growth Fund:</b> To generate superior long-term capital appreciation by investing at least 80% in a diversified portfolio of equity and equity related securities of companies whose growth is propelled by India's rising power in domestic consumption and services sectors such as Automobiles, Retail, Information Technology, Services and Energy. <b>SFIN: ULIF 141 04/02/19 IndiaGrwth 105</b>	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
<b>Maximiser V:</b> To achieve long-term capital appreciation through investments primarily in equity and equity-related instruments of large and mid cap stocks. <b>SFIN: ULIF 114 15/03/11 LMaximis5 105</b>	Equity and Equity Related Securities	75%	100%	High
	Debt	0%	25%	
	Money Market and Cash	0%	25%	
<b>Maximise India Fund:</b> To offer long term wealth maximization by managing a diversified equity portfolio, predominantly comprising of companies in NIFTY 50 & NIFTY Junior indices. <b>SFIN: ULIF 136 11/20/14 MIF 105</b>	Equity and Equity Related Securities	80%	100%	High
	Debt	0%	20%	
	Money Market and Cash	0%	20%	
<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. <b>SFIN: ULIF 088 24/11/09 LMCapBal 105</b>	Equity and Equity Related Securities	0%	60%	Moderate
	Debt	20%	70%	
	Money Market and Cash	0%	50%	
<b>Active Asset Allocation Balanced Fund:</b> 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. <b>SFIN: ULIF 138 15/02/17 AAABF 105</b>	Equity and Equity Related Securities	30%	70%	Moderate
	Debt	30%	70%	
	Money Market and Cash	0%	40%	

Fund Name and Its Objective	Asset Allocation	% (Min)	% (Max)	Potential Risk-Reward Profile
<b>Secure Opportunities 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. <b>SFIN: ULIF 140 24/11/17 SOF 105</b>	Debt	60%	100%	Low
	Money Market and Cash	0%	40%	
<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. <b>SFIN: ULIF 089 24/11/09 LIncome 105</b>	Debt	40%	100%	Low
	Money Market and Cash	0%	60%	
<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. <b>SFIN: ULIF 090 24/11/09 LMoneyMkt 105</b>	Debt	0%	50%	Low
	Money Market and Cash	50%	100%	

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, Value Enhancer Fund, Opportunities Fund, Focus 50 Fund or India Growth 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.

## 4

### 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.

## Illustration

Age at entry: 35 years

Premium payment option: Limited Pay

Amount of instalment premium: ₹ 2,00,000

Premium payment term: 7 years

Premium payment mode: Annual

Sum Assured: ₹ 20,00,000

Policy term: 15 years

Assumed investment returns	8% p.a.	4% p.a.
Fund Value at Maturity	₹ 28,22,869	₹ 18,02,758

Age at entry: 45 years

Premium payment option: Limited Pay

Amount of instalment premium: ₹ 5,00,000

Premium payment term: 10 years

Premium payment mode: Annual

Sum Assured: ₹ 50,00,000

Policy term: Whole Life (54 years)

Age	Completed Policy Year	Fund Value at 8% p.a. assumed investment returns	Fund Value at 4% p.a. assumed investment returns
65	20	1,36,47,956	76,99,224
85	40	5,23,81,362	1,44,54,696
99	54	13,00,50,198	2,14,72,771

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, Goods & Services Tax and cesses, if any. 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.

## 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 Rider Sum Assured will be payable in addition to death benefit if death is due to accident. The maximum cover ceasing age of this rider is 65 years and hence, the rider cover will be available till age 65 or base policy term, whichever is earlier. For more details on rider charges and terms and conditions, please refer to rider brochure.

## 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 1-7	Year 8-9	Year 10	Thereafter
5%	2%	1%	0%

For other than annual mode of premium payment

Year 1	Year 2	Year 3 - 7	Year 8 - 9	Year 10	Thereafter
5%	3.75%	3.5%	2%	1%	0%

Allocation charge of 2% is applicable on top-ups.

The total of Premium Allocation Charges(excluding Top-up premium allocation charges) deducted in the policy net of taxes will be added back to the Fund Value at the end of 10th policy year. The same amount will be added again to the Fund Value at the end of every 5th policy year thereafter.

For example, these additions for an annual mode of premium payment will be:

Premium Payment Term	Addition as a % of one Annualised Premium
5 years	25%
7 years	35%
10 years and above	40%

### 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.
Focus 50 Fund	1.35%
India Growth Fund	1.35%
Maximiser V	1.35%
Opportunities Fund	1.35%
Multi Cap Growth Fund	1.35%
Value Enhancer Fund	1.35%
Bluechip Fund	1.35%

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

If the monies are in the Discontinued Policy Fund (DP Fund), a Fund Management Charge of 0.50% p.a. will apply.



### 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.)

- Single Pay:  
₹ 60 p.m. (₹ 720 p.a.) for the first five policy years
- Limited Pay & Regular Pay:  
Policy administration charge (% of Annual Premium Payable) :0.183% p.m. (2.196% 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.

Sum at Risk = Highest of,

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

Less

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

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.

Where the policy is discontinued in the policy year	Limited Pay and Regular Pay	Single Pay
1	Lower of 6% of (AP or FV), subject to a maximum of ₹ 6,000	Lower of 1% of (SP or FV), subject to a maximum of ₹ 6000
2	Lower of 4% of (AP or FV), subject to a maximum of ₹ 5,000	Lower of 0.5% of (SP or FV), subject to a maximum of ₹ 5000
3	Lower of 3% of (AP or FV), subject to a maximum of ₹ 4,000	Lower of 0.25% of (SP or FV), subject to a maximum of ₹ 4000
4	Lower of 2% of (AP or FV), subject to a maximum of ₹ 2,000	Lower of 0.1% of (SP or FV), subject to a maximum of ₹ 2000
5 and onwards	NIL	NIL

Where AP is Annual Premium, SP is Single Premium and FV is the total Fund Value on the Date of Discontinuance.

No Discontinuance Charge is applicable for Top-up premiums.

## 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.  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 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	<p>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 till the time you pay overdue premiums.</p> <p>On payment of overdue premiums before the end of this period, the policy will be revived</p> <p>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.</p>
2.	Exercise the option of complete withdrawal i.e., Surrender the policy without any risk cover	<p>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.</p>
3.	Exercise the option to convert the policy into a paid-up policy	<p>You will have an option to continue the policy without paying any future premiums, with the below mentioned options:</p> <ol style="list-style-type: none"> <li>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 of the fund value as there will be no payment of premiums in future. For a Whole Life policy, this option is not available if premiums have been paid for less than 7 years.</li> <li>Reduced Paid-up Sum Assured, where the risk cover will reduce proportionately as per the formula mentioned below:  <math display="block">\text{Reduced Paid-up Sum Assured} = \frac{\text{Original Sum Assured} \times (\text{number of premiums paid till the date of discontinuance})}{\text{the original number of premiums payable}}</math> </li> </ol>
4.	No option selected	<p>If you do not choose any of these options, your policy shall be treated as if option 2 were selected</p>

### 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, shall 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.

## Terms and Conditions

① **Freelook period:** You have an option to review the Policy following receipt of Policy Document. If you are not satisfied with the terms and conditions of this policy, please return the policy document to the Company with reasons for cancellation within:

- i. 15 days from the date it is received, if the policy is purchased through solicitation in person.
- ii. 30 days from the date it is received, in case of electronic policies or if your Policy is purchased through voice mode, which includes telephone-calling, Short Messaging Service (SMS), Physical mode which includes direct postal mail and newspaper & magazine inserts and 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 proportionate risk premium for the period of cover, 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 2017.

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. Goods and Services Tax and cesses, if any will be charged extra by redemption of units, as per applicable rates. Tax laws are subject to amendments from time to time.

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 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.

⑦ The Company will not provide loans under this policy.

⑧ **Suicide Clause:** If the Life Assured, whether sane or insane, commits suicide within 12 months 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 12 months 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.

⑨ **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, then 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 or foreclosure 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.

⑩ **Unit Pricing:** The NAV for different Segregated Funds shall be declared on all business days (as defined in Investment Regulations).

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



- ① Assets are valued daily on a mark to market basis.
- ② 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.
- ③ 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. 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.
- ④ 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.
- ⑤ **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.
- ⑥ **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.
- ⑦ **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.

- ⑧ **Fraud and Misrepresentation:** Treatment will be as per Section 45 of the Insurance Act, 1938 as amended from time to time.
- ⑨ **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 from 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 unforeseen accident beyond Company's control or Act of God 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.

## 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 ₹ 6,000 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 surrender the policy and no discontinuance charge will be applicable on surrender of such policies.

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 PruSignature 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 PruSignature, Advantage, Premier, Exclusive, Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Maximiser V, Value Enhancer Fund, Multi Cap Balanced Fund, Income Fund, Maximise India Fund, Active Asset Allocation Balanced Fund, Focus 50 Fund, India Growth Fund, Secure Opportunities 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.



### For more information:

Customers calling from any where in India, please dial 1860 266 7766  
Do not prefix this number with "+" or "91" or "00" (local charges apply)  
Customers calling us from outside India, please dial +91 22 6193 0777

Call Centre Timings: 10.00 am to 7.00 pm  
Monday to Saturday, except National Holidays.  
To know more, please visit [www.iciciprulife.com](http://www.iciciprulife.com)

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

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. ICICI PruSignature Form No. UW2 and UW3, UIN: 105L177V01, Advt. No.: L/11/3439/2018-19.

### **BEWARE OF SPURIOUS / FRAUD PHONECALLS!**

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.