

Fulfill your financial goals and get the potential to create wealth for your family



Key Benefits

- **Comprehensive protection to secure your goal:** In the unfortunate event of death of the Life Assured,
 - a. Lump sum payment of Sum Assured - to take care of any immediate liabilities on the family.
 - b. Waiver of all future premiums payable under the policy is available, provided all due premiums have been paid. Units will continue to be allocated as if the premiums are being paid - to ensure that your savings for your desired goal continues uninterrupted.
- **Choice of portfolio strategies:** Select a portfolio strategy of your choice from, a. **Fixed Portfolio Strategy:** Option to allocate your savings in the funds of your choice from a diverse suite of funds. b. **LifeCycle based Portfolio Strategy 2:** A unique and personalized strategy to create an ideal balance between equity and debt, based on your age.
- **Flexibility of premium payment:** Pay premium just once, for limited period or for the entire policy term.
- **Liquidity:** Fund any intermediate financial need through Partial Withdrawals, any time after the completion of five policy years.
- **Loyalty benefits:** Get rewarded with Loyalty Additions & Wealth Boosters on staying invested over the long term.
- **Tax benefits*** on premiums paid and benefits received as per the prevailing tax laws

*Tax benefits under the policy will be as per the prevailing Income Tax laws. Goods & Services Tax and Cess (if any) will be charged extra by redemption of units, as per prevailing rates. Tax benefits under the policy are subject to conditions under Sec. 10 (10D) and Sec. 80C of the Income Tax Act, 1961. Tax laws are subject to amendments from time to time.

For complete details of the policy, please refer to the policy document and Sales literature.

UIN: 105L145V06



How does the product work?

- Decide your premium amount, premium payment term and the policy term
- Select the Sum Assured as per your protection needs
- Choose to invest in one of the 2 available Portfolio Strategies
- 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 nominee will receive the Lump Sum benefit. All future premiums will be waived and Units will be allocated as if the future due premiums are being received as per the premium payment term. The Nominee will receive the Fund Value, including Top up Fund value, if any, at the policy maturity date.

How does the product work?

➤ **Death Benefit:**

a. On death of the Life Assured while monies are not in the Discontinued Policy Fund (DP Fund), the Death Benefit payable will comprise of two parts:

- • Lump Sum Benefit - A benefit paid out at the time of claim to take care of any immediate liabilities of the family. Higher of Sum Assured or Minimum death benefit (105% of total premiums including top-ups received up to date of death)
- • Smart Benefit - A deferred benefit that ensures that your savings for your desired goal continues uninterrupted.

b. On death of the Life Assured while monies are in the DP Fund, the Death Benefit will be the DP Fund Value. Thereafter this policy shall terminate and all rights, benefits and interests under this policy shall be extinguished

➤ **Smart Benefit:**

Secure your goal with Smart Benefit.

Under this benefit, following the date of death of the life assured, provided all due premiums have been paid, units equivalent to the instalment premium will be allocated by the Company on the subsequent premium due dates.

➤ **Maturity Benefit:**

On maturity of the policy, you will receive the Fund Value including the Top-up Fund Value, if any. This is paid irrespective of the survival of the life assured till the maturity date

➤ **Loyalty Additions and Wealth Boosters**

Benefit	When	Percentage
Loyalty Additions	End of year, starting from end of 6th year	0.25%
Additional Loyalty Additions	Starting from end of 6th year if premium paid for the year	0.25%
Wealth Boosters	End of every 5th year, starting from end of 10th year	One Pay - 1.5% & LP/ RP - 3.25%



For complete details of the policy, please refer to the policy document and Sales literature.

Smart benefit not applicable for One Pay option

Boundary conditions

	Regular Pay	One Pay	Limited Pay
Min /Max Premiums	Rs 45,000/Unlimited	Rs 48,000/Unlimited	Rs 45,000/ Unlimited
Min /Max Policy Term	10 to 25 years	10 years	5 Pay /7 Pay - 10 to 25 years 10 Pay - 11 to 25 years
Premium Payment Term	Same as Policy Term	Single	5 /7 /10 years
Min /Max age at entry	20/54 years	20/54 years	20/48 years
Min /Max age at Maturity	30/64 years	30/64 years	30/64 years
Min/ Max Sum Assured	Min: 7 X Annualised Premium Max: 30 X Annualised Premium	Min: 1.25 X Single Premium Max: 10 X Single Premium	Minimum: 7 X Annual Premium Maximum: Higher of (10 X Annual Premium) and (0.5 X Policy term X Annual Premium)
Tax Benefits	Premium and any benefit amount received under this policy will be eligible for tax benefit as per the prevailing Income Tax laws .		

Charges under the policy

➤ Premium Allocation Charge

- One Pay - 3%
- Limited /Regular Pay

Premium payment mode/ Policy Year	Year 1	Year 2	Year 3	Year 4 to 5	Year 6 onwards
Annual	6 %	5 %	4 %	4 %	2 %
Half-yearly /Monthly	4 %	4 %	3.5%	3 %	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.
Money Market Fund	0.75%
Others	1.35%

Charges under the policy

➤ Policy Administration Charges:

One Pay: Rs. 60 p.m. (Rs. 720 p.a.) for the first five policy years

Limited/Regular Pay: 0.21% p.m. (2.52% p.a.) of Annual Premium, for the entire policy term

➤ Discontinuance Charges:

➤ For One Pay Policies

Where the policy is discontinued in the policy year	Discontinuance Charge	
	Single premium ≤ Rs. 300,000	Single premium > Rs. 300,000
1	Lower of 2 % of (SP or FV), subject to a maximum of Rs. 3,000	Lower of 1 % (SP or FV), subject to a maximum of Rs. 6,000
2	Lower of 1.5% of (SP or FV), subject to a maximum of Rs. 2,000	Lower of 0.70% of (SP or FV), subject to a maximum of Rs. 5,000
3	Lower of 1 % of (SP or FV), subject to a maximum of Rs. 1,500	Lower of 0.50% of (SP or FV), subject to a maximum of Rs. 4,000
4	Lower of 0.50% of (SP or FV), subject to a maximum of Rs. 1000	Lower of 0.35% of (SP or FV), subject to a maximum of Rs. 2,000
5 and onwards	NIL	NIL

Charges under the policy

➤ Discontinuance Charges:

➤ Limited/Regular Pay Policies

Where the policy is discontinued in the policy year	Discontinuance Charge	
	Single premium ≤ Rs. 50,000	Single premium > Rs. 50,000
1	Lower of 20% of (AP or FV), subject to a maximum of Rs. 3,000	Lower of 6% (AP or FV), subject to a maximum of Rs. 6,000
2	Lower of 15% of (AP or FV), subject to a maximum of Rs. 2,000	Lower of 4% of (AP or FV), subject to a maximum of Rs. 5,000
3	Lower of 10% of (AP or FV), subject to a maximum of Rs. 1,500	Lower of 3% of (AP or FV), subject to a maximum of Rs. 4,000
4	Lower of 5% of (AP or FV), subject to a maximum of Rs. 1000	Lower of 2% of (AP or FV), subject to a maximum of Rs. 2,000
5 and onwards	NIL	NIL

Illustration

Premium payment option: **Regular**
 Premium payment mode: **Annual**
 Amount of instalment premium: **Rs 50,000**
 Sum Assured: **Rs 5,00,000**
 Age at entry: **35 years**
 Policy term: **15 years**

Assumed Investment Returns	@ 4%	@ 8%
Fund Value at Maturity including Loyalty Additions and Wealth Boosters	Rs 8,53,629	Rs 11,93,782

The above illustration is for a healthy male life with 100% of his investments in Maximiser V. The above is an illustrative maturity values, net of all charges, service tax and education cess. Since your policy offers variable returns, the given illustration shows two different rates 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.



For complete details of the policy, please refer to the policy document and Sales literature.

Terms and Conditions

- 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 or withdraw the monies invested in Unit Linked Insurance Products completely or partially till the end of the fifth year. Unit Linked products are different from traditional insurance products and are subject to the risk factors.
- The premium paid in ULIPs are subject to investment risks associated with capital 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. ICICI Prudential Life Insurance is only the name of the Life Insurance Company and ICICI Pru Smart Life is only the name of the unit linked insurance product and does not in any way indicate the quality of the product, its future prospects and returns. Please know the associated risks and the applicable charges, from your Insurance agent or the Intermediary or policy document issued by the Insurance company. The various funds offered under this contract are the names of the funds and do not in any way indicate the quality of these plans, their future prospects and returns.



For complete details of the policy, please refer to the policy document and Sales literature.



© ICICI Prudential Life Insurance Company Limited. Registered Address: - ICICI PruLife Towers, 1089 Appasaheb Marathe Marg, Prabhadevi, Mumbai-400025.

IRDAI Regn No. 105. CIN:L66010MH2000PLC127837. Advt. no. : OTH/II/3947/2021-22

Call us on 1-860-266-7766 (10am-7pm, Monday to Saturday, except national holidays and valid only for calls made from India).

Trade Logo displayed above belongs to ICICI Bank Ltd & Prudential IP services Ltd and used by ICICI Prudential Life Insurance Company Ltd under license.

For more details on the risk factors, term and conditions please read the sales brochure carefully before concluding the sale. The information contained here must be read in conjunction with the respective product's policy document, sales brochure and benefit illustration, if applicable.

IRDAI disclaimer:

BEWARE OF SPURIOUS PHONE CALLS AND FICTICIOUS/ FRAUDULENT OFFERS!

IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint.