

Get a regular cash benefit to meet everyday needs  
+  
Get a lump sum to achieve your goals

Also, get a life cover.



- **Guaranteed Cash Benefit** Conditions Apply 1 for 10 years to meet your recurring expenses
- **Guaranteed lump sum** at maturity Conditions Apply 1 + bonuses for your long term financial goals
- **Guaranteed protection** that provides financial security to your family in case of your death

ICICI Pru  
**Cash Advantage**  
Non-Linked Life Insurance Plan

**ICICI PRUDENTIAL**   
LIFE INSURANCE

ICICI Pru Cash Advantage, a savings and protection oriented plan.

ICICI Pru Cash Advantage is a participating life insurance plan

## KEY FEATURES



### Liquidity

Payout term commences immediately after the premium payment term (PPT)

### Guarantees

- Guaranteed Cash Benefit (GCB) equal to 1% of Guaranteed Maturity Benefit (GMB) every month Conditions Apply<sup>1</sup> throughout the payout term of 10 years
- Guaranteed Maturity Benefit (GMB) at the end of the policy term



### Guaranteed Protection

Get a life cover for the entire policy term

### Limited premium payment term

Pay premiums for 5, 7 or 10 years as per your choice



### Tax benefits

Get tax benefits on premiums paid and benefits received as per the prevailing tax laws T&C<sup>1</sup>

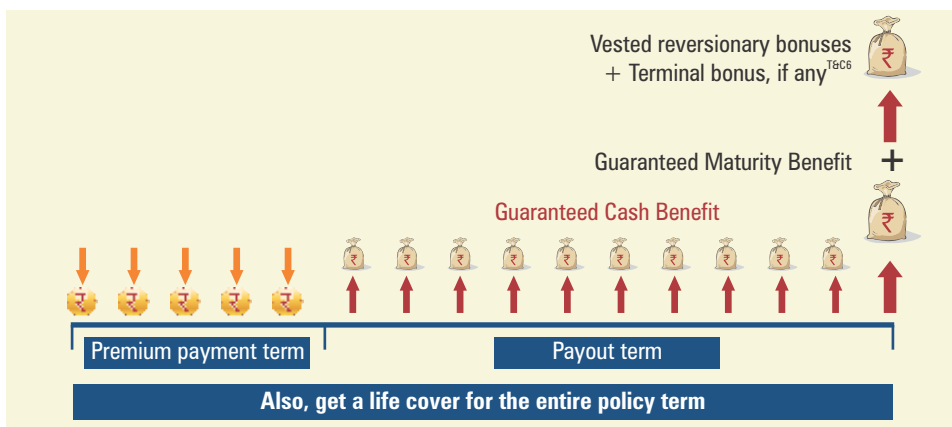
## Take a quick look at the policy

Premium payment option	5 pay	7 pay	10 pay
Premium payment term (PPT)	5 years	7 years	10 years
Payout term	10 years		
Policy term (PPT + Payout term)	15 years	17 years	20 years
Minimum annual premium	₹ 30,000	₹ 18,000	₹ 12,000
Minimum age at entry	3 years	1 year	0
GMB* (annual premium payment mode)	₹ 74,451	₹ 65,364	₹ 63,881
Maximum age at entry	60 years		
Maximum annual premium	Unlimited		
Sum Assured on death	Age at entry (years)	Sum Assured multiple	
	<45	10	
	45 to 54	7 or 10	
	>54	7	
Min / Max age at maturity	18 / 80		
Premium payment mode	Annual / Half-yearly / Monthly		
Cash benefit mode	Annual / Monthly		

\*These GMBs are for a male life assured and will be different for female lives

# How does the policy work?

1. At policy inception, you choose your premium, premium payment option, premium payment mode, Sum Assured and cash benefit mode.
2. Your GCB and GMB are calculated using the parameters as mentioned earlier along with your age and gender.
3. GCB is payable in advance during the payout term. Payout term begins as soon as the premium payment term is over and terminates at the end of the policy term.
4. In the unfortunate event of death of the life assured during the policy term, death benefit is payable to the nominee.
5. On survival of the life assured till the end of the policy term, Guaranteed Maturity Benefit (GMB)<sup>T&C 5</sup> is payable along with vested reversionary bonuses (RB) plus terminal bonus, if any.



## Let's go through an example

Age at entry: 35 years

Policy Term: 20 years

Sum Assured : ₹ 5,00,000

You pay  
₹ 50,000  
p.a.

Premium Payment Term: 10 years

Cash benefit mode: Monthly

You may get  
(non-guaranteed)

Benefits	Benefits @ 8% ARR*	OR	Benefits @ 4% ARR*
Total Guaranteed Cash Benefit <small>Conditions Apply 1</small>	₹ 3,17,712		₹ 3,17,712
Guaranteed Maturity Benefit (A) <small>Conditions Apply 1</small>	₹ 2,64,760		₹ 2,64,760
Vested reversionary bonuses (B) <small>T&amp;C 6</small>	₹ 2,51,970		0
Terminal bonus <small>© T&amp;C 6</small>	₹ 1,99,480		₹ 72,520
<b>Total maturity benefit (A+B+C)</b>	<b>₹ 7,16,209</b>		<b>₹ 3,37,280</b>

\*ARR stands for Assumed rate of return. These illustrations are for a healthy male life assured. If the policy offers guaranteed returns, then these will be clearly marked "guaranteed" in the Benefit Illustration. Since the policy offers variable returns, the given illustration shows two different rates of assumed future investment returns. The returns shown above are not guaranteed and they are not the upper or lower limits of what you might get back, as the maturity value of policy depends on a number of factors including future investment performance. The above are illustrative maturity values, net of all charges, Goods & Services Tax and Cess (if any).

# What happens if you discontinue your premiums?

If you discontinue paying your premiums before your policy has acquired a surrender value, no benefits will be payable under the policy.

Your policy will acquire a surrender value on payment of:

- At least 2 full years' premium if the 5 pay option or the 7 pay option is chosen
- At least 3 full years' premium if the 10 pay option is chosen

If the policy has acquired a surrender value and no future premiums are paid, the policy may continue as a paid-up policy with reduced benefits.

If you have discontinued paying premiums, you may revive your policy by making an application for revival within 2 years from the due date of the first unpaid premium but before the termination date of policy, subject to policy terms and conditions.

## Terms & Conditions

**Condition apply 1:** Guaranteed benefits are payable subject to all due premiums being paid. Guaranteed Cash Benefit is payable at the beginning of each policy month during the payout term in case the cash benefit mode is monthly and at the beginning of each policy year during the payout term in case the cash benefit mode is annual. GCB is a percentage of the Guaranteed Maturity Benefit (GMB) and depends on cash benefit mode as per the table below.

Cash benefit mode	Guaranteed Cash Benefit
Monthly	1% of GMB
Annual	11.5% of GMB

GMB is the Sum Assured on Maturity and will be calculated, at inception, based on your premium, premium payment option, premium payment mode, Sum Assured, cash benefit mode, age and gender.

1. As per the Finance Act 2012, all policies issued from April 1, 2012, with premium to sum assured ratio of less than 1:10 and where death benefit at any time is less than 10 times premium, will not be eligible for tax benefit under section 10 (10D) of the Income Tax Act. Further tax benefit u/s 80C for such policy will be limited only up to 10% of Sum Assured. Tax benefits under the policy are subject to conditions under Sec.10 (10D) and Sec. 80C of the Income Tax Act, 1961. Goods & Services Tax and Cess (if any) will be charged extra as per prevailing rates. Tax laws are subject to amendments from time to time.
2. GMB and premium payment option chosen at policy inception cannot be changed.
3. You may elect to receive Guaranteed Cash Benefit on a monthly or annual basis. You should inform the Company before the date on which the first Guaranteed Cash Benefit is due, to change the cash benefit mode. You can switch the cash benefit mode from monthly to annual or vice versa during the payout term provided you communicate this to the Company before the policy anniversary on which the change will take effect.
4. **Loans:** You can also avail of loans under this policy after the policy acquires a surrender value. Loans of up to 80% of the surrender value can be availed.
5. Maturity Benefit will be subject to at least, 100.1% of total premiums paid (excluding any extra mortality premium, Goods & Services Tax and Cess, (if any) less GCBs received.
6. Reversionary bonuses may be declared every financial year and will accrue to the policy if it is premium paying or fully paid. Reversionary bonus once declared is guaranteed and will be paid out at maturity or on earlier death. A terminal bonus if any, may also be payable at maturity or on earlier death. To know more on bonuses, refer the sales brochure.
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.

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ICICI Prudential Life Insurance Company Limited. IRDA Regn. No. 105. CIN: L66010MH2000PLC127837. ICICI Prudential Life Insurance Company Limited. Registered Address: ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400025. For more details on risk factors, terms and conditions, please read the sales brochure carefully before concluding a sale. Trade Logo displayed above belongs to ICICI Bank Ltd & Prudential IP services Ltd and used by ICICI Prudential Life Insurance Company Ltd under license. Call us on 1-860-266-7766 (10am-7pm, Monday to Saturday, except national holidays and valid only for calls made from India). ICICI Pru Cash Advantage Form No.: E10, UIN: 105N132V01. Advt No.: L/II/102/2014-15.

### BEWARE OF SPURIOUS PHONE CALLS AND 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.