

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

This is a non-participating Unit Linked Insurance Plan. In this policy, the investment risk (in the 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.

ICICI Pru _____
LifeTime
Classic
Unit Linked Insurance Plan

Now get the potential to build wealth with a choice of four portfolio strategies. ICICI Pru LifeTime Classic is a savings - and protection-oriented Unit Linked Insurance Plan, which gives you potential to create wealth to help you fulfil all your dreams. It also offers a life insurance cover to secure your family's future.

KEY FEATURES

Choice of four portfolio strategies

Choose from among four portfolio strategies -



**Target Asset
Allocation
Strategy**



**Trigger
Portfolio
Strategy 2**



**LifeCycle
Based Portfolio
Strategy 2**



**Fixed
Portfolio
Strategy**



Choice of protection level:

Choose the level of protection that suits your needs



Additional Protection with AD Rider:

Get additional protection by opting for ICICI Pru Accidental Death Rider



Lower Effective FMC:

Get Loyalty Additions year sixth onwards which reduce your effective Fund Management Charge (FMC)



Wealth Boosters:

Once every five years starting from the end of the 10th policy year



Tax benefits:

On premiums paid and benefits received as per the prevailing tax laws^{T&C1}

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 the maturity benefit as a lump sum or as a structured payout through the Settlement Option^{T&C6} to meet your financial goals



In case of your unfortunate death during the policy term, your family will receive the death benefit

TAKE A LOOK AT THE POLICY

Premium Payment Term

Premium Payment Option	Premium Payment Term
Single Pay	Single Premium
Limited Pay	5 years to 10 years
Regular Pay	Same as policy term

Minimum/Maximum Policy terms in years

Limited Pay/Regular Pay

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	Minimum Sum Assured	Maximum 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/Regular Pay

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

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

Maximum entry age: Single Pay: 75 years,
Limited Pay / Regular Pay: 65 years

Age at Maturity

Minimum maturity age: 18 years

Maximum maturity age: Single Pay: 80 years,
Limited Pay/ Regular Pay: 75 years

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

BENEFITS IN DETAIL

DEATH BENEFIT

In the unfortunate event of your death during the term of the policy, your nominee/legal heir will receive the Death Benefit. It will be calculated as follows:

**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 can choose to take it as a lump sum amount or as a structured payout using the Settlement Option.

LOYALTY ADDITIONS^{T&C2:}

Sixth policy year onwards, get rewarded for paying your premiums regularly, provided monies are not in the Discontinued Policy Fund.

- This is in the form of extra units at the end of every policy year
- For single pay policies with a policy term of 5 years, a loyalty addition of 0.25% will be payable at the end of the fifth policy year.
- The Company will allocate extra units as below, provided all due premiums have been paid:

Premium Payment Term	LOYALTY ADDITIONS	
	(End of year 6 and 7)	(End of year 8 and onwards)
5 years – 6 years	0.10%	0.10%
7 years – 9 years	0.15%	0.30%
10 years and above	0.15%	0.30%
Single Pay	0.25%	0.25%

WEALTH BOOSTERS^{T&C3:}

Wealth Boosters will be allocated as extra units at the end of every fifth policy year starting from the end of the 10th policy year.

- So, for a 30-year policy term, Wealth Boosters will be allocated five times
- The Company will allocate extra units as below, provided all due premiums have been paid:

Premium Payment Term	Wealth Boosters
	(End of every fifth year, starting from the end of 10 th policy year)
5 years – 6 years	1%
7 years – 9 years	1%
10 years and above	2%
Single Pay	1.5%

Get additional protection with Rider

ICICI Pru Unit Linked Accidental Death Rider (UIN:105A025V01):

Minimum / Maximum age at entry	18 / 55 years
Maximum cover ceasing age	65 years
Term of the rider	Same as the base policy, subject to the maximum cover ceasing age mentioned above
Rider Sum Assured	Equal to the Sum Assured of the base policy, subject to a maximum of ₹50 lakh

PARTIAL WITHDRAWALS

Partial withdrawals are allowed after the completion of five policy years, provided monies are not in the DP Fund

You can make unlimited number of partial withdrawals

Total amount of partial withdrawals in a year should not exceed 20% of the Fund Value

Partial withdrawals are free

The minimum value of each partial withdrawal is ₹ 2,000

ILLUSTRATION

Premium Payment Option: Limited Pay

Premium Payment Mode : Annual

Amount of Instalment Premium : ₹1,00,000

Sum Assured : ₹10,00,000

Age at Entry : 35 years

Policy Term : 15 years

Premium Payment Term : 7 years

Assumed Investment Returns	Non-guaranteed	
	8% p.a.	4% p.a.
Fund Value at Maturity	₹ 13,13,501	₹ 8,14,623

Premium Payment Option: Regular Pay

Premium payment mode : Annual

Amount of instalment premium : ₹ 1,00,000

Sum Assured : ₹ 10,00,000

Age at entry : 35 years

Policy term : 10 years

Premium payment term : 10 years

Assumed Investment Returns	Non-guaranteed	
	8% p.a.	4% p.a.
Fund Value at Maturity	₹ 13,23,168	₹ 10,61,696

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 Cess (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.

CHARGES UNDER THE POLICY

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.

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 the 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%.

MORTALITY CHARGES

Mortality charges will be levied every month by redemption of units based on the Sum at Risk.

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	SFIN	FMC p.a.
Active Asset Allocation Balanced Fund	ULIF 114 15/03/11 LMaximis5 105	1.35%
Value Enhancer Fund	ULIF 139 24/11/17 VEF 105	1.35%
Maximiser V	ULIF 086 24/11/09 LOpport 105	1.35%
Opportunities Fund	ULIF 085 24/11/09 LMCapGro 105	1.35%
Multi Cap Growth Fund	ULIF 087 24/11/09 LBluChip 105	1.35%
Bluechip Fund	ULIF 088 24/11/09 LMCapBal 105	1.35%
Secure Opportunities Fund	ULIF 140 24/11/17 SOF 105	1.35%
Multi Cap Balanced Fund	ULIF 136 11/20/14 MIF 105	1.35%
Maximise India Fund	ULIF 138 15/02/17 AAABF 105	1.35%
Income Fund	ULIF 089 24/11/09 LIncome 105	1.35%
Money Market Fund	ULIF 090 24/11/09 LMoneyMkt 105	0.75%

DISCONTINUANCE CHARGES

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 ₹6,000
2	Lower of 0.5% of (SP or FV), subject to a maximum of ₹5,000
3	Lower of 0.25% of (SP or FV), subject to a maximum of ₹4,000
4	Lower of 0.1% of (SP or FV), subject to a maximum of ₹2,000
5 and onwards	NIL

Limited Pay and Regular Pay

Where the Policy is Discontinued in the Policy Year	Discontinuance Charge	
	Annual Premium \leq ₹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 ₹1,000	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.

Discontinuance Charges apply on premium discontinuance or surrender during the first 5 policy years. For more information on premium discontinuance, surrender and policy revival, please refer to the product brochure.

TERMS & CONDITIONS

1. **Tax benefits** under the policy are subject to conditions under Section 80C, 10(10D) and other provisions of the Income Tax Act, 1961. Goods & Services Tax and Cess (if any) will be charged extra by redemption of units, as per prevailing 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.

2. **Loyalty Additions**

- 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.
- Loyalty 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.
- The allocation of Loyalty Additions is guaranteed and shall not be revoked by the Company under any circumstances.
- If the premium payment is discontinued any time 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 to be paid for the rest of the policy term.

3. **Wealth Booster**

- 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.
- 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 Wealth Boosters is guaranteed and shall not be revoked by the Company under any circumstances.
- If the premium payment is discontinued any time 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 Wealth Boosters to be paid for the rest of the policy term as per the table above.

4. **Surrender:** The lock-in period in this product is five years. On surrender after completion of five years, the surrender value will be the Fund Value including Top Up Fund Value, if any.

5. This is not a product brochure. For more details on the risk factors, terms and conditions, and the charges and benefits related to Surrender, Premium Discontinuance, Revival etc., please read the sales brochure carefully before concluding the sale.

6. 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. Life insurance cover and rider cover shall cease on the original date of maturity. Switches and Partial Withdrawals are not allowed during this period.

7. 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.

8. 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 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.

9. **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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Unit Linked Insurance Plan



ICICI Prudential Life Insurance Company Limited. IRDAI 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 the risk factors, term & conditions please read sales brochure carefully before concluding the sale. Trade Logo displayed above belongs to ICICI Bank Ltd & Prudential IP services Ltd and used by ICICI Prudential Life Insurance Company Ltd under license. 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 LifeTime Classic UIN: 105L155V02. ICICI Pru Unit Linked Accidental Death Rider (UIN: 105A025V01) Advt No.L/1/2381/2018-19.

BEWARE OF SPURIOUS / FRAUD PHONE CALLS!

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.