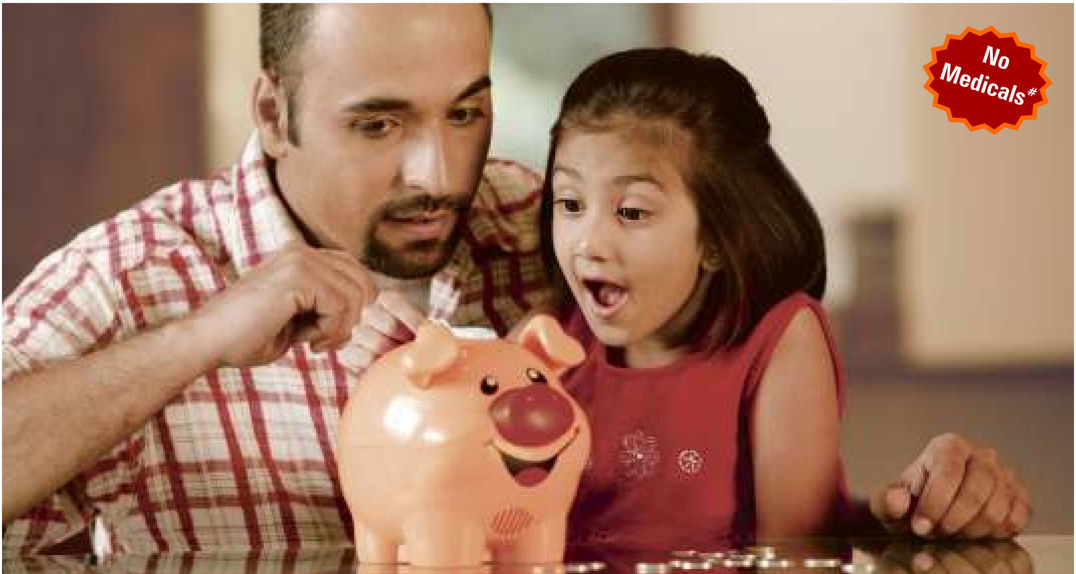
ICICI Pru
SmartKid
Maxima

Get money at key educational milestones of your child



As a responsible parent you would like to provide the best that you can for the bright future of your child. But, with the rising cost of education, you need a savings plan that can systematically take care of his future even if with the rising cost of education, you need a savings plan that can systematically take care of his future even if you are not around. Hence, we present to you, ICICI Pru SmartKid Maxima, a ULIP which safeguards your child's education by providing money at key educational milestones of your child. Additionally, this product also offers you a unique strategy that allows you to protect gains made through your funds invested in the equity market from any future market volatility.

Key benefits of ICICI Pru SmartKid Maxima

- Company will pay Sum Assured & future premiums in the unfortunate event of death of the parent
- Avail money at key educational milestones for your child with our Partial Withdrawal facility
- Option to select Dynamic P/E Fund: A unique fund that uses reference to price-earning multiple of NIFTY 50, to determine asset allocation between equity and debt
- You can also opt for the unique Trigger Portfolio Strategy to protect gains made in equity markets from any future market volatility
- Avail a Guaranteed Addition of 60% of annual premium to your Fund Value every five years, starting from the end of 10th policy year, on payment of all due premiums
- Avail tax benefits on premiums paid and benefits received, as per prevailing tax laws[1]
- For age up to 50 years, non medical limit is up to a Sum Assured of Rs 5 lacs on submission of Standard Age Proof and under normal health conditions#.

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

How does the policy work?

- Choose the premium amount, policy term, Sum Assured and portfolio strategy for your policy.
- After deducting the premium allocation charges, the balance amount would be invested as per the portfolio strategy of your choice.
- Fund Value would be payable at maturity. Alternatively, settlement options can be chosen.
- In the unfortunate event of death during the term of the Policy, your nominee would receive the Sum Assured. Future premiums of your policy would be paid by the Company till maturity under our Payer Waiver benefit. Thus, all the policy benefits are passed on to the nominee to ensure that the education costs of your child are taken care of, even if you are not around.

Eligibility Criteria

Min Premium	Rs. 12,000 p.a. for Yearly mode Rs. 15,000 p.a. for Half-yearly & Monthly mode
Min Sum Assured	5 X Annual Premium, subject to a minimum of Rs.1,00,000
Max Sum Assured	As per the max Sum Assured multiples, subject to a maximum Rs. 1,00,000
Min / Max age at entry (Parent)	20 / 60 years (Age completed birthday)
Max age at maturity (Parent)	75 years (Age completed birthday)
Min / Max age at entry (Child)	0 / 15 years (Age completed birthday)
Min / Max age at maturity (Child)	18 / 30 years (Age completed birthday)
Policy term	10 /15 / 20 / 25 years

Trigger Portfolio Strategy

The value of your investments in equity funds rises and falls with the fluctuations in the equity markets. Hence, we present to you, the unique Trigger Portfolio Strategy which protects the gains made from your investment in equity funds from future equity market volatility.

Working of the strategy

Initial Asset Allocation: Multi Cap Growth Fund: 75%, Income Fund: 25%

Trigger event: 15% upward or downward movement in NAV of Multi Cap Growth Fund

1. On the occurrence of the Trigger event, any Fund Value in Multi Cap Growth Fund which is in excess of three times the Fund Value of Income Fund is considered as **gains** and shifted to the Money Market Fund.
2. In case there are no such **gains** to be capitalised, funds in Multi Cap Growth Fund and Income Fund are redistributed in a 75%:25% proportion without any transfer to or from Money Market Fund.

Key benefits of this strategy

- Helps you capitalise gains made from rising equity markets
- Protects such gains made from any future equity market volatility
- Works on the principle of “buy low, sell high”

Illustration

Annual Premium: Rs. 20,000

Mode of premium payment: Yearly

Age at entry: 30 years

Sum Assured: Rs. 100,000

Portfolio Strategy: Trigger

	Term = 10 years		Term = 15 years	
	Returns @ 6% p.a.	Returns @ 10% p.a.	Returns @ 6% p.a.	Returns @ 10% p.a.
Fund Value at Maturity	Rs. 2,39,744	Rs. 2,94,941	Rs. 4,15,275	Rs. 5,70,806

This illustration is for a healthy male with investments in Trigger Portfolio Strategy. The above are 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 (6% & 10% p.a. as per the guidelines of Life Council) of assumed future investment returns[2].

Charges under the policy

Premium Allocation Charge: This charge will be deducted from the premium amount at the time of premium payment and units will be allocated thereafter.

Year 1	Year 2	Year 3	Year 4 - 5	Year 6 onwards
15%	10%	8%	6%	4%

All Top-up premiums are subject to a premium allocation charge of 1% ONLY.

Policy Administration Charge: There would be a fixed policy administration charge of Rs. 80 per month. The policy administration charge will be levied **ONLY** for the first five policy years, post which **NO** policy administration charge will be levied*. It will be charged regardless of the premium payment status.

Fund Management Charge (FMC): The following fund management charges will be adjusted from the NAV on a daily basis[3].

Fund	Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Dynamic P/E Fund , Multi Cap Balanced Fund, Income Fund	Return Guarantee Fund^	Money Market Fund
FMC	1.35% p.a	1.25% p.a	0.75% p.a

^ *There will be an additional charge for the investment guarantee of 0.25% p.a. for the Return Guarantee Fund.*

Mortality Charges: Mortality charges will be deducted on a monthly basis on the Sum Assured. Additionally, Payer Waiver benefit charge would be charged on a monthly basis which would depend on age, gender, outstanding term of the policy, premium frequency and premium amount*. The Payer Waiver Benefit charge will not be deducted after the death of the life assured.

Switching Charges: Four free switches are allowed every policy year. Subsequent switches would be charged Rs.100 per switch*. Any unutilised free switch cannot be carried forward to the next policy year.

Miscellaneous Charges: If there are any policy alterations during the policy term, they will be subject to a miscellaneous charge of Rs. 250 per alteration*.

These charges will be made by way of redemption of units.

Terms and Conditions

1. Tax benefits under the policy are subject to conditions under section 80C and 10(10D) of the Income Tax Act, 1961. Service tax and education cess will be charged extra as per applicable rates. The tax laws are subject to amendments from time to time.
2. 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. The policy value is projected net of all charges, in particular risk charges. The net yield shown is gross of these risk charges.
3. If the customer opts for the Trigger Strategy, then the FMC will be charged according to the proportion of the investments held in Multi Cap Growth Fund, Income Fund and Money Market Fund at each point in time.

For more information, please call:

ICICI PRUDENTIAL LIFE INSURANCE

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