

IN THIS POLICY, THE INVESTMENT RISK IN THE INVESTMENT PORTFOLIO IS BORNE BY THE POLICY HOLDER

**Pay only one premium.
Get regular lifetime income post retirement.**



ICICI Pru
Easy Retirement SP

A Unit Linked Non-Participating Individual Pension Product

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

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

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 Linked Insurance Products completely or partially till the end of the fifth year.

It's an early April evening. Arun, a 40 year old Sales Manager in an MNC, is in a jovial mood as he drives home from work. As a top performer in the organization, he has been rewarded with a handsome bonus earlier in the day and he has been thinking about what to do with it. He had spent his last few bonuses mostly on vacations. With his retirement looming on the horizon, he wants to use this one to secure his family's long term future. However, he is unable to make up his mind about where he should invest his money.

Arun is aware that investing his money in equity could generate superior long term returns which would help him build an adequate corpus for his retirement. But he is apprehensive that market volatility might wipe out his savings and leave his retirement plans in jeopardy.

Retirement planning with ICICI Pru Easy Retirement SP

All of us share Arun's concerns and want a solution which will offer equity linked growth while providing a safety net of capital protection. ICICI Pru Easy Retirement SP provides this solution - the benefit of equity participation with the comfort of a capital guarantee.

Key Benefits of ICICI Pru Easy Retirement SP

- Build your retirement corpus as per your risk appetite
- Protect your savings from market downturns through an Assured Benefit
- Pay premium only once and get regular pension post retirement
- Invest any available money into the policy in the form of Top ups
- At retirement, choose from the available annuity options ^{T&C15} as per your needs and get regular income
- Avail tax benefits on premiums paid and receive up to 60% of the accumulated value on retirement date as a tax-free lump sum, as per the prevailing Income Tax laws ^{T&C2}



ICICI Pru Easy Retirement SP at a glance

Min premium	₹ 48,000 ^{T&C 12}
Max premium	Unlimited
Min/Max age at entry	18/80 years
Min/Max age at vesting	30/90 years
Premium Payment Term	Single Premium
Policy Term	10, 15, 20, 25, 30 years
Tax benefits	Premium and any benefit amount received under this policy will be eligible for tax benefits as per prevailing Income Tax laws ^{T&C 2}

How does ICICI Pru Easy Retirement SP work?

ICICI Pru Easy Retirement SP has two phases:

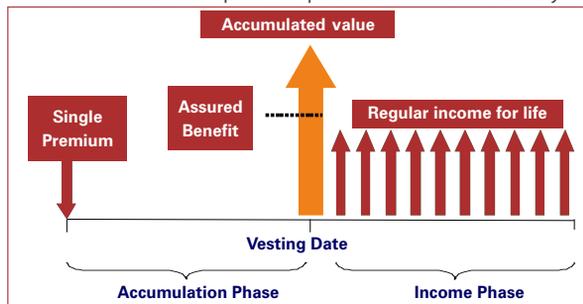
- **Accumulation Phase:**

In this phase, you need to pay premium only once to accumulate funds for your retirement while enjoying the safety net of an Assured Benefit. You may also invest any available money into the policy in the form of Top ups.

- **Income Phase:**

You can exercise one of the following options at the time of vesting:

1. **Regular income:** Purchase an immediate annuity ^{T&C 15} or deferred annuity offered by us with the Accumulated Value at the then prevailing annuity rate and receive regular income. You will have the option to purchase immediate annuity or



Note: Arrows are not to scale

deferred annuity from another insurer at the then prevailing annuity rate to the extent of percentage, stipulated by Authority, currently 50%, of the entire accumulated value net of commutation.

2. **Commutation plus regular income:** Receive a lump sum of up to 60% of the accumulated value, tax-free ^{T&C 2}. The remaining amount must be used to purchase an immediate annuity ^{T&C 15}, or deferred annuity offered by us at the then prevailing annuity rate providing you with regular income. You will have the option to purchase immediate annuity or deferred annuity from another insurer at the then prevailing annuity rate to the extent of percentage, stipulated by Authority, currently 50%, of the entire accumulated value net of commutation.
3. **Postponement of vesting date:** Change the date from which you want to start receiving regular income, i.e. your vesting date, provided you are below an age of 60 years subject to maximum vesting age of 90. You can choose to postpone ^{T&C 6} your vesting date any number of times.



Benefits in Detail

• Vesting Benefit:

On vesting, i.e. maturity, you will be entitled to the Assured Benefit or Fund Value^{T&C16}, whichever is higher. This benefit amount can be utilised only as per T&C13. Alternatively, you can choose to postpone^{T&C6} your vesting date.

Assured Benefit = 101% X (Sum of Single Premium and Top ups, if any)

Please refer T&C 23 if the policy is to be purchased as purchased as QROPS (Qualifying Recognized Overseas Pension Scheme), through transfer of UK tax relieved assets.

• How will your funds be invested:

ICICI Pru Easy Retirement SP allows you the choice of two fund options. You can switch between these funds using our switch option. The details of the funds are given in the table below:

Fund Names & Objectives	Asset Allocation	% (Min)	% (Max)	Risk Reward Profile
Easy Retirement SP Balanced Fund: To provide long term capital appreciation through investment in equity while providing capital protection. Investment will be in a mix of equity and equity related instruments of large, mid and small cap companies and debt, money market and cash. SFIN: ULIF 136 25/03/13 ERSPBF 105	Equity & Equity Related Securities	0 %	50 %	Moderate
	Debt	20 %	70 %	
	Money Market & Cash	0 %	50 %	
Easy Retirement Secure Fund: To achieve a balance between capital protection and returns by investing in a mix of debt, money market and cash. SFIN: ULIF 133 02/11/12 ERSF 105	Debt	40 %	100 %	Low
	Money Market & Cash	0 %	60 %	

• Top ups

You can invest any available money in the form of Top ups in this policy provided monies are not in the Pension Discontinued Policy Fund. The provision to pay Top ups will be available up to five years prior to your original or postponed vesting date^{T&C6}. The minimum amount of Top up is ₹ 2000. This value is subject to change from time to time as per rules of the Company, subject to prior approval from the Insurance Regulatory and Development Authority of India (IRDAI).

You will have the flexibility to invest Top ups in Easy Retirement SP Balanced Fund and Easy Retirement Secure Fund in any proportion of your choice.

Treatment of Top ups will be in accordance with applicable regulations, guidelines and circulars.

• Switch:

You have the option to switch units between Easy Retirement SP Balanced Fund and Easy Retirement Secure Fund as and when you choose, depending on your financial priorities and investment outlook. The minimum switch amount is ₹ 2000.

• Loyalty Additions:

On completion of the sixth policy year and on completion of every policy year thereafter, there will be a guaranteed Loyalty Addition, provided monies are not in the PDP Fund. This will be equal to 0.25% of the average daily total Fund Value^{T&C16} over the preceding 12 months.

These Loyalty Additions will reduce the effective Fund Management Charge for your policy as illustrated below:

Year	FMC	Loyalty Addition	Approximate Effective FMC*
6 onwards	1.35 %	0.25 %	1.10 %

This illustration does not consider Goods & Services Tax and Cess (if any) and timing implications

The guaranteed Loyalty Additions mentioned above will be allocated between Easy Retirement SP Balanced Fund and Easy Retirement Secure Fund in the proportion of the values of total units held in each fund at the time of allocation. Loyalty Additions will be made by allocation of extra units. Loyalty Additions shall not be taken back under any circumstances.

• Pension Boosters:

On completion of the tenth policy year and on completion of every fifth policy year thereafter, there will be a guaranteed Pension Booster. This will be equal to 2% of the average daily total Fund Value^{T&C16} over the preceding 12 months.

The guaranteed Pension Boosters mentioned above will be allocated between Easy Retirement SP Balanced Fund and Easy Retirement Secure Fund in the proportion of the values of total units held in each fund at the time of allocation. Pension Boosters will be made by allocation of extra units. Pension Boosters shall not be taken back under any circumstances.

• **Non Forfeiture Benefits:**

1. Surrender

During the first five policy years, on our receipt of intimation that you wish to surrender your policy, the Fund Value ^{T&C16} after deduction of applicable Discontinuance Charge shall be transferred to the Pension Discontinued Policy Fund (PDP Fund). For treatment thereafter, please refer to the sections on *Treatment of the policy while monies are in the PDP Fund*.

Your nominee or you, as the case may be, will be entitled to a benefit amount not less than the Fund Value ^{T&C16} which was transferred to the PDP Fund, on the earlier of death and the expiry of the lock-in period. Currently the lock-in period is five years from policy inception. This benefit amount can be utilised only as per T&C 14 or T&C 13, as applicable.

On surrender after completion of the fifth policy year, you will be entitled to the Fund Value ^{T&C16}. This benefit amount can be utilised only as per T&C 13.

Please refer T&C 23 if the policy is to be purchased as purchased as QROPS (Qualifying Recognized Overseas Pension Scheme), through transfer of UK tax relieved assets.

Treatment of the policy while monies are in the PDP Fund

While monies are in the PDP Fund:

- Assured Benefit and Guaranteed Death Benefit will not apply
- A Fund Management Charge of 0.5% p.a. of the PDP Fund will be made. No other charges will apply.

- From the date monies enter the PDP Fund till the date they leave the PDP Fund, a minimum guaranteed interest rate declared by IRDAI from time to time will apply. The current minimum guaranteed interest rate applicable to the PDP Fund is 4% p.a.

At the end of the lock-in period, You will be entitled to the PDP fund value. This benefit amount can be utilised only as per T&C 13.

• **Death Benefit:**

- a) In the unfortunate event of death of the Life Assured, the nominee, or in the absence of a Nominee the legal heir, will receive the Guaranteed Death Benefit or the Fund Value ^{T&C16}, whichever is higher, unless monies are in the PDP Fund. This death benefit amount can be utilised only as per T&C 14.

Guaranteed Death Benefit = 105% of the (Sum of Single Premium and Top ups, if any received up to the date of death.)

- b) In the unfortunate event of death of the Life Assured while monies are in the PDP Fund, the PDP Fund Value shall be payable to the nominee. This benefit amount can be utilised only as per T&C 14.

Illustration

Age at entry: 40 years Policy term: 20 years
 Single Premium: ₹ 5,00,000 Premium Payment Term: Single Premium
 Assured Benefit: ₹ 5,05,000
 Fund Chosen: Easy Retirement SP Balanced Fund (100%)

Returns @ 4 % ARR* p.a. pre-vesting		Returns @ 8 % ARR* p.a. pre-vesting	
Accumulated Savings	Expected Yearly Annuity*	Accumulated Savings	Expected Yearly Annuity*
₹ 8,30,661	₹ 28,271	₹ 17,65,149	₹ 1,19,181

* Assumed Rate of Returns. This illustration is for a male life. The above are illustrative values, net of all charges, Goods & Services Tax and Cess (if any) as per prevailing rates. Tax laws are subject to amendments from time to time. Since your policy offers variable returns, the given illustration shows two different rates (4% & 8% p.a. as per the IRDAI circular, Ref: IRDA/ACT/GDL/LIF/248/11/2011) of assumed future investment returns T&C 3.

*The annuity amounts have been calculated for a Life Annuity with Return of Purchase Price annuity option, using illustrative annuity rates. The illustrative annuity rates used for these calculations are based on rates of interest of 4% and 8% p.a. Annuity rates are subject to change from time to time. Please contact us or visit our website for details.

Some benefits are guaranteed and some benefits are variable with returns based on the future performance of your life insurance company. If your policy offers guaranteed returns then these will be clearly marked "guaranteed" in the illustration table on this page. If your policy offers variable returns then the illustration on this page will show two different rates of assumed future investment returns. These assumed rates of returns are not guaranteed and they are not the upper or lower limits of what you might get back as the value of your policy as it is dependent on a number of factors including future investment performance.

Charges under the policy

- **Premium Allocation Charge**

There is no Premium Allocation Charge for the Single Premium. All Top ups are subject to Premium Allocation Charges of 2%.

- **Policy Administration Charge**

The Policy Administration Charge will be a percentage of the Single Premium and will be levied every month for the first five policy years. Policy Administration Charge is capped at ₹ 6,000 per annum, as required by IRDAI. These charges will be made by redemption of units.

The Policy Administration Charge will be as set out below:

Policy Administration Charge (% of Single Premium) Subject to a maximum of ₹ 6,000 p.a.		
Single Premium	Year 1 to 5	Thereafter
< ₹ 2,00,000	0.140%p.m. (1.68% p.a.)	NIL
₹ 2,00,000 – ₹ 4,99,999	0.040% p.m. (0.48% p.a.)	NIL
₹ 5,00,000 – ₹ 9,99,999	0.010% p.m. (0.12% p.a.)	NIL
>= ₹10,00,000	0.000% p.m. (0.00% p.a.)	NIL

- **Fund Management Charge (FMC)**

The following Fund Management Charge will be adjusted from the NAV on a daily basis. This charge will be a percentage of the Fund Value^{T&C16}.

Fund	FMC
Easy Retirement SP Balanced Fund	1.35 % p.a
Easy Retirement Secure Fund	

There will be additional charges of 0.20% p.a. and 0.10% p.a. towards the investment guarantees for Easy Retirement SP Balanced Fund and Easy Retirement Secure Fund respectively. These charges will be adjusted from the NAV on a daily basis. These charges will be percentages of the Fund Value^{T&C16}.

- **Switching Charges**

Four free switches are allowed every policy year. Subsequent switches will be charged at ₹100 per switch. Any unutilized free switch can not be carried forward to the next policy year. These charges will be made by redemption of units.

- **Discontinuance Charge**

Where the policy is discontinued during the policy year	Discontinuance Charges for the policies having annualized premium up to ₹3,00,000	Discontinuance Charge for the policies having annualized premium above ₹3,00,000
1	Lower of 2%*(SP or FV) subject to maximum of ₹3000	Lower of 1%*(SP or FV) subject to maximum of ₹6000
2	Lower of 1.5%*(SP or FV) subject to maximum of ₹2000	Lower of 0.70%*(SP or FV) subject to maximum of ₹5000
3	Lower of 1%*(SP or FV) subject to maximum of ₹1500	Lower of 0.5%*(SP or FV) subject to maximum of ₹4000
4	Lower of 0.5%*(SP or FV) subject to maximum of ₹1000	Lower of 0.35%*(SP or FV) subject to maximum of ₹2000
5 and onwards	NIL	NIL

Where SP is Single Premium and FV is Fund Value^{T&C16} on the Date of Discontinuance^{T&C17}

Please consult your insurance intermediary or advisor for clarification on product features, risk factors, terminology, definition of charges, etc.

Terms and Conditions

1. **Free look period:** Free look period will not be applicable to policies sourced under Tied category. Tied category is described in T&C 12. For Standalone category, 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

- 15 days from the date you received it, if your policy was not purchased through Distance marketing*
- 30 days from the date you received it, if your policy is an electronic policy or is purchased through Distance Marketing*

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 stamp duty expenses under the policy.

The policy will terminate on payment of this amount and all rights, benefits and interests under this policy will stand extinguished.

* *Distance marketing includes every activity of solicitation (including lead generation) and sale of insurance products through the following modes: (i) Voice mode, which includes telephone-calling (ii) Short Messaging service (SMS) (iii) Electronic mode which includes e-mail, internet and interactive television (DTH) (iv) Physical mode which includes direct postal mail and newspaper & magazine inserts and (v) Solicitation through any means of communication other than in person.*

Please refer T&C 23 if the policy is to be purchased as purchased as QROPS (Qualifying Recognized Overseas Pension Scheme), through transfer of UK tax relieved assets.

2. **Tax benefits:** 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 laws are subject to amendments from time to time.

3. The returns shown in the 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.

4. **Partial Withdrawals:** This policy does not allow partial withdrawals.

5. **Suicide Clause:** If the Life Assured, whether sane or insane, commits suicide within 12 months from date of commencement of this policy, the policy will terminate and only the Fund Value^{T&C16} as available on the date of intimation of death, will be payable to the claimant.

Any charges other than Fund Management Charges and guarantee charges, if any, recovered subsequent to the date of death shall be added back to the fund value as available on the date of intimation of death. No other benefit will be paid under the policy. The policy will terminate and all rights, benefits and interests under this policy will stand extinguished.

6. **Postponement of vesting date:**

- The postponement of vesting date (retirement date) can be intimated any time before annuitisation.
- You can postpone the vesting date any number of times provided you are below 60 years of age and subject to the maximum vesting age of 90 years.
- The minimum period for which you can postpone vesting is one month.
- On postponement of vesting date, the Assured Benefit and Guaranteed Death Benefit will continue to apply.
- On postponement of the vesting date, Loyalty Additions and Pension Boosters will continue to be added to the Fund Value as per schedule.
- The funds will continue to be invested in the Easy Retirement SP Balanced Fund and Easy Retirement Secure Fund. All applicable charges will continue to be deducted.

7. **Unit Pricing:** The NAV for different Segregated Funds shall be

declared on a daily basis except on days on which the Banks or Exchange are closed or on account of political or economic 'Force Majeure' conditions.

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

8. Assets are valued daily on a mark to market basis.

9. Transaction requests (including switches etc.) received before the cut-off time will be allocated the same day's NAV and the ones received after the cut-off time will be allocated 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. For all transactions on the last day of the financial year, the NAV of that day would be applicable, irrespective of the cut-off time.

10. The Company will not provide loans under this policy.

11. The option to avail the income phase benefits will be available to you only if you are at least 45 years of age at that time.

12. ICICI Pru Easy Retirement SP will be offered for the following purposes:

- Tied category: when an individual wishes to purchase a single premium deferred pension plan due to vesting, surrender, discontinuance or foreclosure of one of the Company's deferred pension plan.
- Standalone category: when an individual wishes to purchase a single premium deferred pension plan in any other case.

The minimum premium stated earlier is for the Standalone Category. For the Tied Category, minimum premium is not applicable.

13. The following options will be available to you:

- Utilize the entire Fund Value including Top up Fund Value, if any, to purchase immediate annuity or deferred annuity offered by

us at the time, at the then prevailing annuity rate. You shall be given an option to purchase immediate annuity or deferred annuity from another insurer at the then prevailing annuity rate to the extent of percentage, stipulated by IRDAI, currently 50%, of the entire proceeds of the policy net of commutation.

- Commute the Fund Value including Top up Fund Value, if any, up to 60% and utilize the balance amount to purchase an immediate annuity or deferred annuity offered by us at the time, at the then prevailing annuity rate. You shall be given an option to purchase immediate annuity or deferred annuity from another insurer at the then prevailing annuity rate to the extent of percentage, stipulated by IRDAI, currently 50%, of the entire proceeds of the policy net of commutation, or

- In case Fund Value including Top up Fund Value, if any, are not sufficient to purchase minimum annuity as required by the Authority from time to time, the proceeds of the policy may be paid as lump sum.

Thereafter this policy shall terminate and all rights, benefits and interests under this policy shall be extinguished.

14. The nominee will have the following options:

- Withdraw the entire death benefit amount, or
- Utilize entire Death Benefit or part thereof to purchase an immediate annuity or deferred annuity offered by us at the time, at the then prevailing annuity rate. The nominee shall be given an option to purchase immediate annuity or deferred annuity from another insurer at the then prevailing annuity rate to the extent of percentage, stipulated by the IRDAI, currently 50%, of the entire proceeds of the policy net of commutation.

- In case the Death Benefit is not sufficient to purchase minimum annuity as required by the Authority from time to time, the proceeds of the policy may be paid as lump sum.

Thereafter this policy shall terminate and all rights, benefits and interests under this policy shall be extinguished.

15. You have the flexibility to choose any of the annuity options offered by ICICI Prudential at the time of your vesting. Currently,

the following options are available with ICICI Pru Immediate Annuity (UIN:105N009V14):

- a. Life Annuity
- b. Life Annuity with Return of Purchase Price
- c. Life Annuity Guaranteed for 5/10/15 years & life thereafter
- d. Joint Life, Last Survivor without Return of Purchase Price
- e. Joint Life, Last Survivor with Return of Purchase Price
- f. Life Annuity with Return of 50% Purchase Price
- g. Life Annuity with Return of 75% Purchase Price
- h. Life Annuity with Return of Balance Purchase Price
- I Life Annuity with an annual increase of 5%
- j. Joint Life, Last Survivor with Return of Purchase Price in Parts
- k. Life Annuity with Return of Purchase Price on Critical Illness (CI) or Permanent Disability due to Accident (PD) or Death

For further details of ICICI Pru Immediate Annuity please refer to our website www.iciciprulife.com

16. Includes Top up Fund Value, if any

17. The Date of Discontinuance of the policy is the date on which the Company receives intimation from you about surrender of the policy.

18. **Force Majeure:** Under 'Force Majeure' conditions, the Company may, in the general interest of holders of unit linked policies and keeping in view unforeseen circumstances or unusual market conditions, limit the total number of Units withdrawn on any day from each fund. Withdrawals from each of the Company's funds may be limited to 5% of the total number of Units then outstanding from each respective fund.

In exceptional circumstances, such as unusually high volume of sale of investments within a short period, exceptional redemption, market conditions or political or economic 'Force Majeure' conditions, the Company may defer the surrender of the policy until such time as normality returns, based on the directions of IRDAI at that point in time.

We reserve the right to value assets less frequently than daily under 'Force Majeure' conditions, where the value of the assets may be too uncertain. In such circumstances, the extent of deferment period will be as per the directions of IRDAI at that time.

Force Majeure consists of:

- When one or more stock exchanges which provide a basis for valuation for a substantial portion of the assets of the fund are closed other than for ordinary holidays, or when the corporate office is closed other than for ordinary circumstances
- When, as a result of political, economic, monetary or any circumstances out of our control, the disposal of the assets of the unit fund are not reasonable or would not reasonably be practicable without being detrimental to the interests of the remaining unit holders
- During periods of extreme volatility of markets during which surrenders and switches would, in our opinion, be detrimental to the interests of the existing unit holders of the fund
- In the case of natural calamities, strikes, war, civil unrest, riots and bandhs
- In the event of any disaster that affects our normal functioning
- If so directed by IRDAI

19. The social sector, as defined in IRDAI (Obligations of Insurers to rural or social sectors) Regulations, 2002, is excluded from the target market.

20. **Nomination Requirements:** Nomination in the Policy will be governed by Section 39 of the Insurance Act, 1938, as amended from time to time. For more details on this section, please refer to our website.

21. **Section 41:** In accordance with Section 41 of the Insurance Act, 1938, and 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.

Any person making default in complying with the provisions of this section shall be punishable with fine which may extend to ten lakh rupees.

22. Fraud and Misstatement : Treatment will be as per Section 45 of the Insurance Act, 1938 as amended from time to time.

23. The following conditions shall apply if the policy is purchased as QROPS (Qualifying Recognized Overseas Pension Scheme), through transfer of UK tax relieved assets

i. Benefits on vesting

If this product is purchased as QROPS through transfer of UK tax relieved assets, access to benefits from the policy proceeds both in the form of tax free commutation and Annuitisation, would be available only when the policyholder attains 55 years age or vesting age, whichever is later. A minimum of 70% of the vesting benefit needs to be annuitized.

ii. Benefits on Surrender/ Discontinuance –

If this product is purchased as QROPS through transfer of UK tax relieved assets, access to benefits from the policy proceeds both in the form of tax free commutation and Annuitisation, would be available only when the policyholder attains 55 years age or end of lock-in period, whichever is later. A minimum of 70% of the fund value needs to be annuitized.

iii. Cancellation in the Free-look period

If this product is purchased as QROPS through transfer of UK tax relieved assets, the proceeds from cancellation in Free-look period shall only be transferred back to the fund house from where the money was received.

24. For further details, refer to the policy document and detailed benefit illustration.

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 notice to the Policyholders. The following limits are applicable:

- The Fund Management Charge and charges for investment guarantee may be increased up to the maximum allowable as per applicable regulation.
- Total Policy Administration Charge may be increased to a maximum of 5% p.a. subject to the maximum permitted by the Regulator, currently a maximum of ₹ 6000 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 cancel the units in the policy at the then prevailing Net Asset Value and terminate the policy.

Premium allocation charges and Discontinuance Charge are guaranteed for the term of the policy.

Risks of investment in the units of the Fund

The life assured should be aware that the investment in the units is subject to the following risks:

- a) ICICI Pru Easy Retirement SP is a Unit Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIPs are subject to investment risks.
- b) ICICI Prudential Life Insurance Company Limited, ICICI Pru Easy Retirement SP, Easy Retirement SP Balanced Fund and Easy Retirement Secure 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.
- c) The investments in the funds are subject to market and other risks and there can be no assurance that the objectives of any of the funds will be achieved.
- d) 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.
- e) The past performance of other funds of the Company is not necessarily indicative of the future performance of these funds.
- f) The funds, except for PDP Fund, do not offer a guaranteed or assured return.

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 savings and protection products that meet the different life stage requirements of customers.



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

For More Information:

Customers calling from anywhere in India, please dial 1860 266 7766

Do not prefix this number with "+" or "91" or "00" (local charges apply)

Call Centre Timings: 10.00 am to 7.00 pm

Monday to Saturday, except National Holidays.

To know more, please visit www.iciciprulife.com

Registered Address: ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400025. 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 terms and conditions contained in the brochure and those contained in the Policy Document, the terms and conditions contained in the Policy Document shall prevail. Unlike traditional products, unit linked insurance products are subject to market risk, which affect the Net Asset Values and the customer shall be responsible for his/her decision. The names of the Company, product names or fund options do not indicate their quality or future guidance on returns. Funds do not offer guaranteed or assured returns. Trade Logo displayed above belongs to ICICI Bank Limited & Prudential IP Services Limited and used by ICICI Prudential Life Insurance Company Limited under license. . ICICI Pru Easy Retirement SP: Form No.: U97, UIN: 105L138V03. Advt No.: L/II/2012/2022-23.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/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.