

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

Now invest in the market without fear

Get the power of

EQUITY LINKED RETURNS



CAPITAL PROTECTION



ICICI Pru Guaranteed Wealth Protector: the smart way to invest

Get life cover to protect your family's future.

ICICI Pru
**Guaranteed
Wealth Protector**
Unit Linked Insurance Plan

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

THIS IS A UNIT LINKED INSURANCE PLAN. IN THIS POLICY, THE INVESTMENT RISK IN 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 Guaranteed Wealth Protector is a unit linked insurance plan that offers the potential for high returns, by investing a portion of your money in equity, while also providing the dual assurances of capital guarantee and life cover.

Your funds will be managed using the Guaranteed Wealth Protector Strategy. Under this strategy your monies will be allocated to an equity oriented fund and a debt oriented fund. At the start of the policy, a higher portion of your money will be invested in the equity oriented fund. Over time the allocation to the debt oriented fund will be increased in order to manage the guarantee. The allocation between the equity oriented fund and the debt oriented fund will be rebalanced periodically throughout the policy term. This regular reallocation will in turn determine the returns generated under the policy.

Key benefits of ICICI Pru Guaranteed Wealth Protector

- Protect your savings from market downturns through an Assured Benefit
- Pay premium just once or for a limited period of 5 years
- Get rewarded with Loyalty Additions and Wealth Booster
- Get tax benefits on premiums paid and benefits received, as per prevailing tax laws^{T&C2}

For your policy to continue for the entire policy term, premiums must be paid until the end of the premium payment term. Please assess whether you can afford to pay these premiums before purchasing the policy.

ICICI Pru Guaranteed Wealth Protector at a glance

	One Pay	Five Pay	
Premium Payment Term (PPT)	Single Premium	5 years	
Minimum Premium	₹ 48,000	₹ 24,000 p.a. for Annual mode ₹ 48,000 p.a. for other modes	
Maximum Premium	Unlimited	Unlimited	
Modes of Premium Payment	Single	Annual, Half yearly, Monthly	
Policy Term	10 years	10 years	
Sum Assured	1.25 X Single Premium	Age of Life Assured (in years)	Sum Assured
		8 - 44	10 × Annual Premium
		45 - 54	7 or 10 × Annual Premium
		55 - 60	7 × Annual Premium
Minimum age at entry	8 years	8 years	
Maximum age at entry	70 years	60 years	
Minimum age at maturity	18 years	18 years	
Maximum age at maturity	80 years	70 years	



Benefits in detail

How will your money be invested?

Your money will be invested according to the Guaranteed Wealth Protector Strategy.

Your premium will be allocated to the Life Growth Fund and Life Secure Fund in the proportions set out below. Your Fund Value will also be rebalanced to achieve these proportions once every policy quarter.

Policy year	Age of Life Assured less than 45 years, at policy inception		Age of Life Assured greater than or equal to 45 years, at policy inception	
	Life Growth Fund	Life Secure Fund	Life Growth Fund	Life Secure Fund
1-4	60%	40%	45%	55%
5	60%, reducing systematically each policy quarter in equal proportion	40%, increasing systematically each policy quarter in equal proportion	45%, reducing systematically each policy quarter in equal proportion	55%, increasing systematically each policy quarter in equal proportion
6	30%	70%	22.5%	77.5%
7-8	20%	80%	15%	85%
9-10	10%	90%	10%	90%

The details of the two funds are mentioned in the table below:

Fund Names & Objectives	Asset Allocation	% (Min)	% (Max)	Risk Reward Profile
Life Growth Fund: To provide long-term capital appreciation through investments primarily in equity and equity-related instruments. SFIN: ULIF 134 19/09/13 LGF 105	Equity & Equity Related Securities	75 %	100 %	High
	Debt	0 %	25 %	
	Money Market & Cash	0 %	25 %	
Life Secure Fund: To provide accumulation of income through investment in various fixed income securities. The fund seeks to provide capital appreciation while maintaining a suitable balance between return, safety and liquidity. SFIN: ULIF 135 19/09/13 LSF 105	Debt	40 %	100 %	Low
	Money Market & Cash	0 %	60 %	

Benefits

• Death Benefit:

In the unfortunate event of death of the Life Assured during the term of the policy, provided monies are not in DP Fund, the following will be payable:

Death Benefit = A or B or C, whichever is higher

Where,

A = Sum Assured

B = Minimum Death Benefit

C = Fund Value

The Minimum Death Benefit is 105% of the total premiums paid.



- **Maturity Benefit:**

On maturity, you will receive A or B, whichever is higher

Where,

A = Fund Value including Loyalty Additions and Wealth Booster

B = Assured Benefit

Assured Benefit for the policy will be as follows:

- In case of One Pay, 101% of the Single Premium
- In case of Five Pay, 101% of the sum of all premiums paid

Assured Benefit is applicable only on maturity of the policy and does not apply on death or surrender.

- **Loyalty Addition:**

Loyalty Additions will be allocated as extra units at the end of every policy year, starting from the end of the sixth policy year, provided monies are not in DP Fund. Each Loyalty Addition will be equal to 0.25% of the average of the Fund Values on the last business day of the last eight policy quarters

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 Addition units is guaranteed and shall not be revoked by the Company under any circumstances

- **Wealth Booster**

A Wealth Booster will be allocated as extra units at the end of the tenth policy year. Wealth Booster will be a percentage of the average of Fund on the last business day of the last eight policy quarters as shown in the table below.

Premium Payment Option	Wealth Booster
One Pay	1.50%
Five Pay	3.25%

Wealth Booster will be allocated between 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 Booster units is guaranteed and shall not be revoked by the Company under any circumstances.

- **Non-negative claw-back additions**

In the process to comply with the reduction in yield, the Company may arrive at specific non-negative claw-back additions, if any, to be added to

the unit Fund Value, as applicable, at various durations of time after the first five years of the contract.

- **Increase or decrease in Sum Assured:**

For the One Pay option, increase or decrease in Sum Assured is not allowed.

For the Five Pay option, increase or decrease in Sum Assured is allowed, subject to underwriting, provided the age of the Life Assured when purchasing the policy is between 45 and 54 years last birthday. Increase or decrease in Sum Assured will be allowed only on policy anniversaries, provided all due premiums till date have been paid.

Increase in Sum Assured will be from 7 times the Annual Premium to 10 times the Annual Premium. Increase in Sum Assured will be allowed until the policy anniversary where the Life Assured attains age 60 years last birthday. The cost of any medical reports and charges will be borne by the Policyholder and will be deducted by redemption of units.

Decrease in Sum Assured will be from 10 times the Annual Premium to 7 times the Annual Premium. Once the Policyholder has opted for a decrease in Sum Assured, any subsequent increase may be subject to underwriting.

- **Non Forfeiture Benefits:**

- 1) Surrender:**

During the first five policy years, on receipt of intimation that you wish to surrender the policy, the Fund Value after deduction of applicable Discontinuance Charge, shall be transferred to the Discontinued Policy Fund (DP Fund). For treatment thereafter, please refer to the sections on Treatment of the policy while monies are in the DP Fund and policy revival.

If the policy is not revived, you or your nominee, as the case may be, will be entitled to receive an amount not less than the Fund Value which was transferred to the DP 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.

On surrender after completion of the fifth policy year, you will be entitled to the Fund Value.

2) Premium Discontinuance:

This section is applicable only for Five Pay policies

Date of Discontinuance of the policy is the date on which the Company receives intimation from the Policyholder about discontinuance of the policy or surrender of the policy, or on the expiry of the notice period, whichever is earlier.

Premium discontinuance during the first five policy years:

Option	Description	Treatment
(i)	Pay overdue premium within the notice period and continue the policy	Policy will continue with risk cover, benefits and charges, as per the terms and conditions of the policy
(ii)	Discontinue the policy with monies moving to the DP Fund	Fund Value shall be credited to the DP Fund after deduction of applicable Discontinuance Charge #
No option selected		Treatment will be as if option 2 were selected

#For treatment thereafter, please refer to the sections on *Treatment of the policy while monies are in the DP Fund and policy revival*.

Treatment of the policy while monies are in the DP Fund

While monies are in the DP Fund:

- A Fund Management Charge of 0.50% p.a. of the DP Fund will be made. No other charges will apply.
- From the date monies enter the DP Fund till the date they leave the DP Fund, a minimum guaranteed interest rate declared by IRDAI from time to time will apply. The current minimum guaranteed interest rate applicable to the DP Fund is 4% p.a.
- A revival period of two years from the Date of Discontinuance of the policy applies.

If the two year revival period is complete before the end of the fifth policy year and the policy has not been revived, you will be entitled to the DP Fund Value at the end of the fifth policy year.

If the two year revival period is not complete before the end of the fifth policy year and the policy has not been revived, the Company shall request you to choose from the following options:

Option	Description	Treatment
(i)	Pay overdue premium within the notice period and continue the policy	Treatment will be as described in the policy revival section
(ii)	Stay invested in the DP Fund, with the option to revive by the end of the lock-in period	Revival is possible any time before completion of the fifth policy year. If the policy is not revived before completion of the fifth policy year, you will be entitled to the DP Fund Value after completion of the fifth policy year
(iii)	Stay invested in the DP Fund, with the option to revive by the end of the revival period	Revival is possible any time before completion of the revival period. If the policy is not revived before completion of the revival period, you will be entitled to the DP Fund after the 2 year revival period is completed
No option selected		Treatment will be as if option 3 were selected

- Grace Period: The grace period for payment of premium is 15 days for monthly mode of premium payment and 30 days for other modes of premium payment.

3) Policy revival

For the purpose of this product, the treatment of withdrawal of surrender request in the first five policy years is the same as revival of a policy where premium is discontinued.

In case of surrender during the first 5 policy years or premium discontinuance during the first five policy years, you can revive the policy by paying overdue premiums within two years from the Date of Discontinuance. On revival, Discontinuance Charge previously deducted will be added to the DP Fund Value and Policy Administration Charge and Premium Allocation Charge, which were not collected while monies were in the DP Fund, shall be levied. Monies will be invested in the funds in the same proportion as on the Date of Discontinuance, at the NAV as on the date of such revival.

Illustration

Annual Premium: ₹ 1,00,000 Sum Assured: ₹ 10,00,000
Age at entry: 35 years Mode of premium payment: Annual
Premium Payment Option: Five Pay Assured Benefit at maturity: ₹ 5,05,000

	Returns @ 4% p.a.	Returns @ 8% p.a.
Fund Value at Maturity including Loyalty Additions and Wealth Booster	₹ 5,26,477	₹ 7,20,367

Single Premium: ₹ 1,00,000 Sum Assured: ₹ 1,25,000
Age at entry: 35 years Mode of premium payment: Single
Premium Payment Option: One Pay Assured Benefit at maturity: ₹ 1,01,000

	Returns @ 4% p.a.	Returns @ 8% p.a.
Fund Value at Maturity including Loyalty Additions and Wealth Booster	₹ 1,13,202	₹ 1,66,329

These illustrations are for a healthy male. The above are illustrative maturity values, net of all charges, service tax and applicable cesses. The above illustrative maturity values do not apply if the policy is bought directly from the Company's website. 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

• 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 funds thereafter. This charge is expressed as a percentage of premium.

- One Pay: 3%

A discount of 0.5% in the premium allocation charge is given to customers who buy directly from the Company's website.

- Five Pay:

Premium payment mode	Year 1	Year 2	Year 3	Year 4 and 5	Year 6 onwards
Annual	6%	5%	4%	4%	NIL
Half-yearly / Monthly	4%	4%	3.5%	3%	NIL

A discount of 1% in the premium allocation charge in Year 1 is given to customers who buy directly from the Company's website.

• Policy Administration Charge

The 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:

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

- Five Pay:

Policy year	Policy Administration Charge (% of Annual Premium payable)
Year 1 to PPT	0.21% p.m. (2.52% p.a.)
Thereafter	0.10% (1.20% p.a.)

- **Fund Management Charge (FMC) and charge for investment guarantee**

The following Fund Management Charge 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	Fund Management Charge
Life Growth Fund	1.35% p.a.
Life Secure Fund	

There will be an additional charge of 0.50% p.a. towards investment guarantee, which will be adjusted from the NAV on a daily basis. This charge will be a percentage of the Fund Value and applies to both Life Growth Fund and Life Secure Fund.

Mortality Charges

Mortality charges will be levied every month by redemption of units based on your Sum at Risk. at the time of calculation. Sum at risk at any point in time is the difference between the Death Benefit applicable at that time and the prevailing Fund Value of your policy.

Indicative annual charges per thousand life cover for a healthy male and female life at a Sum Assured of ₹ 10 lakh are as shown below:

Age (yrs)	30	40	50	60
Male (Rs.)	1.59	2.72	5.81	13.98
Female (Rs.)	1.52	2.44	5.20	11.25

- **Discontinuance Charge**

Five Pay:

Where the policy is discontinued during the policy year	Discontinuance Charge	
	Annual Premium < ₹25,000	Annual Premium > ₹ 25,000
1	20% of lower of (AP or FV), subject to a maximum of ₹ 3000	6% of lower of (AP or FV), subject to a maximum of ₹6000
2	15% of lower of (AP or FV), subject to a maximum of ₹ 2000	4% of lower of (AP or FV), subject to a maximum of ₹5000
3	10% of lower of (AP or FV), subject to a maximum of ₹1500	3% of lower of (AP or FV), subject to a maximum of ₹ 4000
4	5% of lower of (AP or FV), subject to a maximum of ₹ 1000	2% of lower of (AP or FV), subject to a maximum of ₹ 2000
5	NIL	NIL

Where AP is Annualised Premium and FV is Fund Value on the Date of Discontinuance.

One Pay:

Where the policy is discontinued during the policy year	Discontinuance Charge
1	1% of lower of (SP or FV), subject to a maximum of ₹ 6000
2	0.5% of lower of (SP or FV), subject to a maximum of ₹ 5000
3	0.25% of lower of (SP or FV), subject to a maximum of ₹ 4000
4	0.1% of lower of (SP or FV), subject to a maximum of ₹ 2000
5	NIL

Where SP is Single Premium and FV is Fund Value on the Date of Discontinuance.

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:** If you are not satisfied with the terms and conditions of this policy, please return the policy document to the Company for cancellation within

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

On cancellation of the policy during 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 paid under the policy and expenses borne by the Company on medical examination, if any.

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.

2. **Tax benefits:** under the policy will be as per the prevailing Income Tax laws. Service tax and applicable cesses will be charged extra by redemption of units, as per applicable rates. Tax laws are subject to amendments from time to time.

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. Service Tax and applicable cesses will be charged extra by redemption of units, as per applicable rates. Tax laws are subject to amendments from time to time.

3. Increase or decrease in premium is not allowed.

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

5. **Suicide Clause:** If the Life Assured, whether sane or insane, commits suicide within one year from the date of issue of this policy, only the Fund Value would be payable. If the Life Assured, whether sane or insane, commits suicide within one year from policy revival, only the Fund Value would be payable. If the Life Assured, whether sane or insane, commits suicide within one year from the effective date of any increase in the Sum Assured, then the amount of increase shall not be considered in the calculation of the Death Benefit.

6. Foreclosure of the policy: Your policy cannot be foreclosed.

7. **Unit Pricing:** The NAV for different 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 or if permitted by IRDAI..

The NAV of each 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. If premiums for the second year onwards are received by outstation cheques, the NAV of the clearance date or due date, whichever is later, will be allocated.
10. Transaction requests (including renewal premiums by way of local cheques, demand draft etc.) received before the cut-off time will be allocated the same day's NAV and those received after the cut-off time will be allocated the 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.
11. All renewal premiums received in advance will be allocated units at the NAV prevailing on the date on which such premiums become due. However, the status of the premium received in advance shall be communicated to the Policyholder.
12. **Section 41:** In accordance to the Section 41 of the Insurance Act, 1938, 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.

13. **Section 45:** Fraud and misrepresentation: Treatment will be as per Section 45 of the Insurance Act, 1938 as amended from time to time.
14. For further details, refer to the Policy Document and detailed benefit illustration.
15. **Assignment requirements:** The product shall comply with section 38 of the Insurance Act. An assignment of the policy (under Section 38 of the Insurance Act, 1938) may be made by an endorsement upon the policy itself or by a separate instrument signed in either case by the assignor specifically stating the fact of assignment and duly attested. The first assignment may be only made by the Policyholder. Such assignment shall be effective, as against the Company, from and upon the service of a notice upon the Company and the Company recording the assignment in its books. Assignment will not be permitted where policy is under the Married Women's Property Act, 1874.
16. **Force Majeure:** Under 'Force Majeure' situations, we may, in the general interest of the 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 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 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 will be as per the directions of the 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

17. **Nomination Requirements:** The Life Assured, where he/she is the holder of the policy, may, at any time before the Maturity or Termination date of the policy, make a nomination (under section 39 of the Insurance Act, 1938) for the purpose of payment of the moneys secured by the policy in the event of his death. Where the nominee is a minor, he may also appoint an appointee i.e. a person to receive the money during the minority of the nominee. Any change of nomination, which may be effected before the Maturity or Termination Date of policy shall also be communicated to the Company.

18. The Company does not express itself upon the validity or accepts any responsibility on the assignment or nomination in recording the assignment or registering the nomination or change in nomination.

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

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 written notice to the Policyholders. The following limits are applicable:

- Fund Management Charge and charge for investment guarantee may be increased up to the maximum allowable as per the then applicable regulation. Currently, as per Regulations, a maximum of 1.35% p.a. applies to the Fund Management Charge and a maximum of 0.50% p.a. applies to the charge for investment guarantee.

- Policy Administration Charge may be increased to a maximum of 1.50% of premium per month, subject to the maximum permitted by IRDAI, currently a maximum of ₹ 6000 p.a. applies.

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.

The Premium Allocation Charges, Discontinuance Charges and Mortality Charges are guaranteed for the term of the policy.

Risks of investment in the Units of the Funds

The Proposer or Life Assured should be aware that the investment in the units is subject to the following risks:

- (a) ICICI Pru Guaranteed Wealth Protector 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, Life Growth Fund and Life Secure Fund are only names of the company, policy and funds respectively and do not in any way indicate the quality of the policy, 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 premiums paid in Unit Linked Life 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 any of these funds.
- (f) The funds, except DP Fund, do not offer a guaranteed or assured return.

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank, a premier financial powerhouse, and Prudential plc, a leading international financial services group. ICICI Prudential began its operations in December 2000 after receiving approval from Insurance Regulatory Development Authority of India (IRDAI).

ICICI Prudential Life Insurance has maintained its focus on offering a wide range of flexible products that meet the needs of the Indian customer at every step in life.



ICICI Prudential Life Insurance Company Limited. IRDAI Regn. No. 105. CIN: U66010MH2000PLC127837.

For more information:

Customers calling from any where in India, please dial 1860 266 7766

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

Customers calling us from outside India, please dial +91 22 6193 0777

Call Centre Timings :10.00 am to 7.00 pm

Monday to Saturday, except National Holidays.

To know more, please visit www.iciciprulife.com

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BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDAI clarifies to 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.