

ICICI Pru  
**Wealth Builder**  
Unit Linked Insurance Plan

Make your dreams come true  
with a plan that builds wealth for you.



**Wealth**

**Solutions**

**ICICI PRUDENTIAL**  
LIFE INSURANCE

*You work hard to ensure a comfortable lifestyle for yourself and your family. But do you make your money work as hard as you do? Now, you can do so with an insurance solution that helps your savings grow while also addressing your protection needs.*

*ICICI Pru Wealth Builder is a unit linked insurance plan that offers multiple choices on how to invest your savings while protecting your family with an insurance cover.*

### Key benefits of ICICI Pru Wealth Builder

- **Multiple portfolio strategies:** Choose a personalized portfolio strategy from
  - a. **Fixed Portfolio Strategy:** Option to allocate your savings in the funds of your choice
  - b. **LifeCycle based Portfolio Strategy:** A unique and personalized strategy to create an ideal balance between equity and debt, based on your age
  - c. **Trigger Portfolio Strategy:** A unique portfolio strategy to protect gains made in equity markets from any future equity market volatility while maintaining a pre-defined asset allocation
- **Flexible premium payment options:** At inception you can choose to either pay premium throughout the policy term or for a limited period
- **Top up:** Flexibility to invest surplus money over and above your regular premiums
- **Loyalty Additions:** Paid at the end of every policy year, starting from the 10<sup>th</sup> policy year, on payment of all due premiums
- **Tax Benefits:** On premiums paid and benefits received, as per prevailing tax laws<sup>T&C3</sup>



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

## How does the policy work?

- Decide premium amount, premium payment option, policy term, portfolio strategy and sum assured for your policy
- Decide where you want your premiums to be invested based on your risk appetite
- On maturity of your policy, receive your maturity benefit as a lump sum or as a structured payout through the Settlement Option<sup>T6C 5</sup> to meet your financial goals
- In the unfortunate event of death of the Life Assured during the term of the policy, your nominee will receive Sum Assured plus Fund Value, including Top up Fund Value, if any, subject to Minimum Death Benefit<sup>T6C14</sup>.

## ICICI Pru Wealth Builder at a glance

ICICI Pru Wealth Builder		
Minimum Premium	₹ 24,000	
Maximum Premium	₹ Unlimited	
Modes of Premium Payment	Yearly	
Premium Payment Term (PPT)	Premium payment option*	Premium payment term
	Regular pay	Policy term
	5 pay	5 years
	10 pay	10 years
Policy Term	10, 15, 20, 25 or 30 years	
Min Sum Assured for age at entry below 45 years	Higher of (10 × annual premium) and (0.5 × Policy Term × annual premium)	
Min Sum Assured for age at entry 45 years and above	Higher of (10 × annual premium) and (0.25 × Policy Term × annual premium)	
Max Sum Assured	As per maximum Sum Assured multiples	
Min / Max age at entry	0 / 65 years	
Min / Max age at maturity	18 / 75 years	
Tax Benefits	Premium and any benefit amount received under this policy will be eligible for the tax benefit as per the prevailing Income Tax laws <sup>T6C3</sup> .	

\* Premium payment option once chosen can not be changed

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

## Choice of multiple portfolio strategies

With ICICI Pru Wealth Builder, you have the option to choose from three unique portfolio strategies:

1. Fixed Portfolio Strategy
2. LifeCycle based Portfolio Strategy
3. Trigger Portfolio Strategy

## Fixed Portfolio Strategy

This strategy helps you to manage your investments actively. Under this strategy, you can choose from any of the following fund options. You can switch between these funds using our switch option.

The details of the funds are given in the table below:



Fund Name & Its Objective	Asset Allocation	% (Min)	% (Max)	Risk-Reward Profile
<b>Multi Cap Growth Fund:</b> To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of large, mid and small cap companies. <b>SFIN: ULIF 085 24/11/09 LMCapGro 105</b>	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
<b>Opportunities Fund:</b> To generate superior long-term returns from a diversified portfolio of equity and equity related instruments of companies operating in four important types of industries viz., Resources, Investment-related, Consumption-related and Human Capital leveraged industries. <b>SFIN: ULIF086 24/11/09 LOpport 105</b>	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
<b>Bluechip Fund:</b> To provide long-term capital appreciation from equity portfolio predominantly invested in large cap stocks. <b>SFIN: ULIF087 24/11/09 LBluChip 105</b>	Equity & Equity Related Securities Debt, Money Market & Cash	80% 0%	100% 20%	High
<b>Maximiser V:</b> To provide long-term capital appreciation through investments primarily in equity and equity-related instruments of large and mid cap stocks. <b>SFIN: ULIF 11415/03/11 LMaximis5 105</b>	Equity & Equity Related Securities Debt, Money Market & Cash	75% 0%	100% 25%	High
<b>Multi Cap Balanced Fund:</b> To achieve a balance between capital appreciation and stable returns by investing in a mix of equity and equity related instruments of large, mid and small cap companies and debt and debt related instruments. <b>SFIN: ULIF088 24/11/09 LMCapBal 105</b>	Equity & Equity Related Securities Debt, Money Market & Cash	0% 40%	60% 100%	Moderate
<b>Income Fund:</b> 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. <b>ULIF 089 24/11/09 LIncome 105</b>	Debt Instruments Money Market & Cash	100%	100%	Low
<b>Money Market Fund:</b> To provide suitable returns through low risk investments in debt and money market instruments while attempting to protect the capital deployed in the fund. <b>SFIN: ULIF090 24/11/09 LMoneyMkt 105</b>	Debt Instruments Money Market & Cash	0% 50%	50% 100%	Low

We also provide you with the option of systematically investing in our Equity funds through the **Automatic Transfer Strategy (ATS)**. With this strategy, you can invest all or some part of your investment in Money Market Fund and transfer a chosen amount every month into any one of the following funds: Bluechip Fund, Maximiser V Fund, Multi Cap Growth Fund, and Opportunities Fund <sup>TBC 4</sup>. There would be no additional charge for selecting the Automatic Transfer Strategy.

## LifeCycle based Portfolio Strategy

Your financial needs are not static in nature and keep changing with your life stage. It is, therefore, necessary that your policy adapts itself to your changing needs. This need is fulfilled by the LifeCycle based Portfolio Strategy

### Key features of this strategy

- **Age based portfolio management**

At Policy inception, your investments will be distributed between two funds, Multi Cap Growth Fund and Income Fund, based on your age. As you move from one age band to another, we will re-distribute your funds based on your age. The age wise portfolio distribution is shown in the table.

### Asset allocation details at Policy inception and during

#### Policy term

Age of Policyholder (years)	Multi Cap Growth Fund	Income Fund
Up to 25	85%	15%
26 – 35	75%	25%
36 – 45	65%	35%
46 – 55	55%	45%
56 – 65	45%	55%
66 – 80	35%	65%

- **Quarterly rebalancing**

On a quarterly basis, units shall be rebalanced as necessary to achieve the above proportions of the Fund Value in the Multi Cap Growth Fund and Income Fund. The re-balancing of units shall be done on the last day of each Policy quarter. The above proportions shall apply until the last ten quarters of the Policy are remaining.

- **Safety as you approach maturity**

As your Policy nears its maturity date, you need to ensure that short-term market volatility does not affect your accumulated savings. In order to achieve this, your investments in Multi Cap Growth Fund will be systematically transferred to Income Fund in ten instalments in the last ten quarters of your Policy.

## Trigger Portfolio Strategy

For an investor, maintaining a pre-defined asset allocation is a dynamic process and is a function of constantly changing markets. The Trigger Portfolio Strategy enables you to take advantage of substantial equity market swings and invest on the principle of “buy low, sell high.” This strategy also allows you to protect gains made from equity market investments from any future equity market volatility, in a systematic manner.

Under this strategy, your investments will initially be distributed between two funds - Multi Cap Growth Fund, an equity oriented fund, and Income Fund, a debt oriented fund - in a 75%: 25% proportion. The fund allocation may subsequently get altered due to market movements. We will re-balance or re-allocate funds in the portfolio based on a pre-defined trigger event.

Working of the strategy:

1. The trigger event is defined as a 15% upward or downward movement in NAV of Multi Cap Growth Fund, since the previous rebalancing. For determining the first trigger event, the movement of 15% in NAV of Multi Cap Growth Fund will be measured vis-à-vis the NAV at the inception of your policy.
2. 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 in Income Fund is considered as gains and is transferred to the liquid fund – Money Market Fund. This ensures that gains are capitalized and protected from future equity market fluctuations, while maintaining the asset allocation between Multi Cap Growth Fund and Income Fund at 75%:25%
3. In case there are no such gains to be capitalized, 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.

The Policyholder can only have his funds in one of the Portfolio strategies.

## Benefits in detail

### Maturity Benefit:

At maturity, the Fund Value including the Top up Fund Value, if any, shall be payable. Alternatively, you can opt for the Settlement Option available.

### Death Benefit:

In the unfortunate event of death of the life assured during the term of the policy, the nominee shall receive Sum Assured plus Fund Value including Top up Fund Value, if any, subject to Minimum Death Benefit. The Minimum Death Benefit is 105% of the total premiums (including top-up premiums) paid. Minimum death benefit will not be reduced by partial withdrawals.

### Loyalty Additions:

Starting from the end of the tenth policy year, provided all due premiums have been paid, a loyalty addition shall be allocated as units at the end of every policy year. Loyalty additions are guaranteed and shall not be taken back in any circumstances. This Loyalty Addition will be calculated as a percentage of the average of Fund Values on the last day of the eight policy quarters preceding the said allocation. The Loyalty Addition for various Premium Payment Options is shown below:

Premium Payment Option\End of Policy Year	Year 10	year 11 onwards
Regular pay*	2%	0.75%
5 pay*, 10 pay*	2%	0.5%

\* The term 'Pay' denotes number of years for which the premium should be paid into the policy. For example, 'Regular Pay' requires premium payment for the entire policy term; '5 pay' requires payment of premium for a period of only 5 years.

Loyalty Additions would be made by allocation of extra units at the end of the year.

### • Top up:

You can decide to make additional investments by investing surplus money over and above your regular premiums, at your convenience subject to underwriting. The minimum amount of Top up is ₹ 2,000. Top up premium can be paid any time during the term of the policy, subject to underwriting, except during the last five years of the policy term, so long as all due premiums have been paid. There is a lock-in period of five years for each Top up premium from the date of payment of that Top up premium for the purpose of partial withdrawals only. There will be an increase of Sum Assured when the Policyholder avails of a Top up. Increase in Sum Assured will depend on age of the life assured at the time of payment of Top up premium, as mentioned below:

Age at the time of Top up premium payment	Increase in Sum Assured
<60	125% or 500% of Top up premium, as per policyholder's choice subject to underwriting
>=60	125% of Top up premium

### • Change in Portfolio Strategy (CIPS)

You can change your chosen portfolio strategy once every policy year. This facility is provided free of cost. Any unutilized CIPS cannot be carried forward to the next policy year.

### • Settlement Option:

On maturity of this policy, you can choose to take the Fund Value, including Top up Fund Value, if any, as a structured benefit. With this facility, you can opt to get payments on a yearly, half yearly, quarterly or monthly (through ECS) basis, over a period of one to five years, post maturity<sup>T6C5</sup>. At any time during the settlement period, you have the option to withdraw the entire Fund Value. During the settlement period, the investment risk in the investment portfolio is borne by the policyholder.

- **Premium Redirection**

This feature is applicable only for those Policyholders who have opted for the Fixed Portfolio Strategy. The Policyholder will specify the funds and the proportion in which the premiums are to be invested in the funds at the inception of the Policy. At the time of subsequent premiums, the split may be changed without any charge. This will not count as a switch.

- **Partial Withdrawal Benefit:**

Partial withdrawals will be allowed after completion of five policy years. You will be entitled to make one partial withdrawal every policy year, up to a maximum of 20% of the Fund Value. Partial withdrawals are free of cost. The minimum partial withdrawal amount is ₹ 2,000 T&C 2.

- **Increase / Decrease of Sum Assured:**

You can choose to increase or decrease your Sum Assured at any policy anniversary during the policy term T&C 6. Increase or decrease in Sum Assured will not change the premium payable by the Policyholder.

- **Switch between funds in the Fixed Portfolio Strategy:**

You have the option to switch between the seven funds as and when you choose depending on your financial priorities and investment outlook. This feature is only available if you have all your funds in the Fixed Portfolio Strategy at the time of switching and your minimum Fund Value is ₹ 2000.

## **Non Forfeiture Benefits:**

### **1) Surrender:**

During the first five policy years, on receipt of intimation that the Policyholder wishes to surrender the Policy, the Fund Value after deduction of applicable premium discontinuance charge, shall be transferred to the Discontinued Policy Fund. The Policyholder will be entitled to the Fund Value on the earlier of death and expiry of the lock-in period or any other period prescribed by the Regulator, and all other rights, benefits and interests under the Policy will be extinguished.

On surrender after completion of the fifth policy year, the life insurance cover and rider cover, if any, shall cease and the policy shall terminate and Fund Value, including Top up Fund value, if any, will be paid to the policyholder.

On surrender of the policy all rights, benefits and interests under the Policy and the rider, if any, shall be extinguished.

## **2) Premium Discontinuance:**

You can choose one of the following options upon failure to pay the due premium within the grace period:

- a. Revive the policy
- b. Completely withdraw the policy without any risk cover

The Company shall send a notice within a period of fifteen days from the date of expiry of the grace period <sup>T&C 10</sup> to such a policyholder asking him/her to exercise the said options within the period of thirty days of receipt of such notice. Where the policyholder exercises the option to revive the policy, the risk cover along with investments made in segregated funds, less applicable charges as per the terms and the conditions of the policy, shall be continued.

Provided that where the policyholder does not exercise the option within the stipulated period of thirty days, the policyholder shall be deemed to have completely withdrawn the policy without any risk cover.

- i. Premium discontinuance during the first five policy years:

If the policy is withdrawn or not revived within the period described above, the life insurance cover and rider cover, if any, shall cease. At the end of the period or on receipt of intimation that the policyholder wishes to withdraw, whichever is earlier, the Fund Value <sup>T&C 11</sup> shall be transferred to the discontinued policy fund after deduction of applicable discontinuance charge as described below. Thereafter, no other charges shall be deducted while the policy is in the discontinued policy fund other than the fund management charge of 0.5% p.a. of the discontinued policy fund. In case of death before the end of the fifth policy year, the discontinued policy fund value shall be paid to the nominee.

At the end of the fifth policy year, the discontinued policy fund value shall be paid to you. The interest credited, during the discontinued period is that earned by the discontinued policy fund, subject to a minimum of the interest applicable to savings bank accounts of State Bank of India or other rate that the Regulator declares from time to time.

ii. Premium discontinuance after completion of the fifth policy year:

If the policy is withdrawn or not revived within the period described above, all rights, benefits and interests under the policy shall be extinguished and Fund Value, including Top up Fund Value, if any, will be paid to the policyholder.

The premium discontinuance charge is given below.

Year of premium discontinuance	Premium discontinuance charge	
	Annual premium ≤Rs. 25,000	Annual premium >Rs. 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 and onwards	Nil	Nil

Where AP is Annual Premium and FV is the total Fund Value at the time of surrender or premium discontinuance.

### Policy revival

In case of surrender or premium discontinuance during the first 5 policy years, you can revive the policy within two years from the date of surrender or date of discontinuance as applicable, but not later than the expiry of any lock-in period or such other period as is prescribed by the Regulator. Currently the lock-in period is five years from the start of the policy.

In case of revival of policy, discontinuance charges, if any, deducted at the time of premium discontinuance or surrender will be added to the fund value of the discontinued policy fund. These monies will be invested in the segregated fund(s) chosen by you at the NAV as on the date of such revival. Charges applicable on revival will be as permitted by current and future applicable regulations, circulars and guidelines and will be deducted by redemption of units.

### 3. Foreclosure:

**After five policy years have elapsed, if the Fund Value falls below 110% of one full year's premium then the Policy shall be terminated by paying the Fund Value <sup>TBC 11</sup> without levying any charge. On termination of the policy all rights, benefits and interest under the policy shall be extinguished. A policy cannot be foreclosed before completion of five policy years. During the first five policy years in the unfortunate event of death of the life assured, provided all due premiums have been paid, the Death Benefit will be payable irrespective of the Fund Value and all rights, benefits and interest under the policy shall be extinguished.**

## Illustration

Amt. of instalment premium: ₹ 50,000      Sum Assured: ₹ 500,000  
 Age at entry: 35 years      Choice of Portfolio Strategy: Fixed  
 Mode of premium payment: Yearly      Premium payment option: Regular

	Term = 10 years		Term = 20 years	
	Returns @ 6% p.a.	Returns @ 10% p.a.	Returns @ 6% p.a.	Returns @ 10% p.a.
Fund Value at Maturity including Loyalty Additions	586,411	732,914	1,551,318	2,481,616

### Illustration of the Loyalty Additions:

Term: 20 years      Premium Payment Option: Regular

Policy year	Annual premium (Rs.)	Loyalty addition (Rs.) Returns @ 6% p.a.	Loyalty addition (Rs.) Returns @ 10% p.a.
10	50,000	10,685	13,035
11	50,000	4,571	5,702
12	50,000	5,176	6,605
13	50,000	5,785	7,557
14	50,000	6,424	8,593
15	50,000	7,094	9,721
16	50,000	7,796	10,950
17	50,000	8,531	12,289
18	50,000	9,303	13,746
19	50,000	10,111	15,334
20	50,000	10,957	17,062

*This illustration is for a healthy male with 100% of his investments in Multi Cap Growth Fund. 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 Insurance Council) of assumed future investment returns. <sup>TBC 9</sup> Service tax and education cess at applicable rates will be deducted by way of cancellation of units from fund value. The tax laws are subject to amendments from time to time.*



## Additional Protection with Riders

You can enhance your protection under the Policy by choosing from the riders available. The rider premiums payable would be calculated on the rider sum assured.

Rider	Benefit
ICICI Pru Waiver of Premium on Critical Illness Rider (UIN 105C024V01)	On occurrence of specified Critical Illnesses all future premiums payable under the base policy are waived by the company.

For further details, please refer to the Rider brochure.

## Charges under the Policy

### Premium Allocation Charge

This will be deducted from the premium amount at the time of premium payment and units will be allocated in the chosen fund thereafter. This charge is a percentage of the premium.

Year 1	Year 2	Year 3 - Year 5	Year 6 onwards
3%	2%	1%	NIL

All top up premiums are subject to an allocation charge of 2%.

### 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	Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Maximiser V, Multi Cap Balanced Fund, Income Fund	Money Market Fund
FMC	1.35% p.a	0.75% p.a

## Policy Administration Charge

The policy administration charge <sup>TBC12</sup> will be as a percentage of the annual premium and will be levied every month for the term of the policy, subject to a maximum of Rs.500 per month. The policy administration charge will be as set out below:

Policy Year	Policy Administration Charge per month (% of Annual Premium payable)
Year 1 to PPT	0.47%
Three after	0.10%

## Mortality Charges

Mortality charges <sup>TBC12</sup> will be deducted on a monthly basis based on the Sum at Risk.

Sum at Risk = Maximum {Sum Assured plus Fund Value, Minimum Death Benefit} – Fund Value

Indicative annual charges per thousand life cover for a healthy male and female life are as shown below:

Age (yrs)	10	20	30	40	50	60
Male (Rs).	0.77	1.33	1.46	2.48	5.91	14.21
Female (Rs).	0.72	1.26	1.46	2.12	4.85	11.83

## Switching Charges

Four free switches are allowed every policy year. Subsequent switches would be charged Rs.100 per switch. Any unutilized free switch cannot be carried forward to the next policy year <sup>TBC12</sup>.

## Miscellaneous Charges

If there are any policy alterations <sup>TBC15</sup> during the policy term, they will be subject to a miscellaneous charge of ₹ 250 per alteration <sup>TBC12</sup>.

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

## Terms & Conditions

- 1. Freelook 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 sourced through Distance marketing\*
  - 30 days from the date you received it, if your policy is sourced through Distance Marketing\*

On cancellation of the policy during the freelook period, we will return the premium adjusted for fluctuation in NAV, if any, subject to the deduction of:

- a. Stamp duty paid under the policy,
- b. Expenses borne by the Company on medical examination, if any.

The policy shall 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. Partial Withdrawals:** Partial withdrawals are allowed only if the Life Assured is at least 18 years of age. There is a lock-in period of five years for each Top up premium from the date of payment of that Top up premium for the purpose of partial withdrawals. Partial Withdrawal will not reduce Minimum Death Benefit.
- 3. Tax benefits:** Tax benefits under the policy will be as per the prevailing Income Tax laws. Service tax and education cesses will be charged extra as per applicable rates. Tax laws are subject to amendments from time to time.
- 4. Automatic Transfer Strategy (ATS):** The minimum transfer amount under the Automatic Transfer Strategy is Rs. 2,000. ATS would be executed by redeeming the required number of units from Money Market Fund at the applicable unit value, and allocating new units in any one of Bluechip Fund, Maximiser V, Multi Cap Growth Fund, or Opportunities Fund fund(s) at the applicable unit value. At inception, you can opt for a transfer date of either the first or fifteenth of every month. If the date is not mentioned, the funds will be switched on the first day of every month. If the first or the fifteenth of the month is a non-valuation date, then the next working day's NAV would be applicable. Once selected, ATS 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. ATS would not be applicable if the Money Market Fund value is less than the nominated transfer amount.

- 5. Settlement Option:** In case the Settlement Option is chosen, the policyholder will be paid out a proportional number of units (based on the payment option and period chosen). The value of payments will depend on the number of units and the respective fund Net Asset Values as on the date of each payment. At any time during this period, you can take the remaining Fund Value as lump sum payment. If you wish to exercise the Settlement Option at the time of maturity, you need to inform the company at least 3 months before the maturity of the policy. The life insurance cover and rider cover, if any, shall cease on the maturity date and no other transactions like premium payment, partial withdrawals, switches, CIPS etc will be allowed during this period. In case of death of the policyholder during this period, the remaining Fund Value, if any, would be paid as lump sum payment.
- 6. Increase or Decrease in Sum Assured:** An increase in Sum Assured is allowed any time, subject to underwriting, if all due premiums till date have been paid before the policy anniversary on which the life assured is aged 60 years completed birthday. Such increases or decreases would be allowed in multiples of Rs. 1,000, subject to limits. Any medical cost for this purpose would be borne by the policyholder and will be levied by redemption of units. Decrease in Sum Assured is allowed up to the minimum allowed under the given policy. Reduction in premium is not allowed.
7. Increase or decrease in premium is not allowed.
8. No policy loans are allowed under this policy.
9. 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.
- 10. Grace Period:** The grace period for payment of premium is 30 days.
11. This includes Top up Fund Value, if any.
12. These charges will be deducted through redemption of units
13. The term & premium payment option chosen at inception of the policy cannot be changed.
14. Complete list of Policy alterations subject to the miscellaneous charge is:
  - Change in date of birth
  - Change in address
  - Change in payer, nominee or appointee
  - Increase or decrease in Sum Assured
  - Addition or deletion of riders
  - Policy assignment

15. **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, including Top up Fund Value, if any, would be payable. If the Life Assured, whether sane or insane, commits suicide within one year from the effective date of increase in Sum Assured, then the amount of increase shall not be considered in the calculation of the death benefit. If the Life Assured, whether sane or insane, commits suicide within one year from policy revival, only the fund value including Top up Fund Value, if any, would be payable.

16. **Unit Pricing:** The NAV for the 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

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

18. 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.

19. Transaction requests (including renewal premiums by way of local cheques, demand draft, switches, 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 IRDA guidelines from time to time, which is currently 3:00 p.m. For all new business applications received on the last day of the financial year, the NAV of that day would be applicable, irrespective of the cut-off time.

20. 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.

21. **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 five hundred rupees.

22. **Section 45:** No policy of life insurance effected before the commencement of the Insurance Act, 1938 shall after the expiry of two years from the date of commencement of this Act and no policy of life insurance effected after the coming into force of this Act shall, after the expiry of two years from the date on which it was effected be called in question by an insurer on the ground that statement made in the proposal or in any report of a medical officer, or referee, or friend of the insured, or in any other document leading to the issue of the policy, was inaccurate or false, unless the insurer shows that such statement was on a material matter or suppressed facts which it was material to disclose and that it was fraudulently made by the policy holder and that the policy holder knew at the time of making it that the statement was false or that it suppressed facts which it was material to disclose.

Provided that nothing in this section shall prevent the insurer from calling for proof of age at any time if he is entitled to do so, and no policy shall be deemed to be called in question merely because the terms of the policy are adjusted on subsequent proof that the age of the life insured was incorrectly stated in the proposal.

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

**24. 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.

**25. Force Majeure:** Under 'Force Majeure' conditions, the Company may limit the total number of Units withdrawn on any day to 5% of the total number of Units then outstanding in the general interest of the holders of unit linked policies.

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, in its sole discretion, defer the partial withdrawal of Units and the surrender of the Policy for a period not exceeding one month from the date of application.

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 IRDA

**26. 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.

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.

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

28. The expenses for medical examination, if required at the time of applying for the policy, are borne by the Company. However, this expense will be recovered from the Policyholder if the policy is cancelled during the freelook period.

## 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 IRDA 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 may be increased to a maximum of 2.50% per annum of the net assets for the fund.
- Total Policy Administration Charge may be increased to a maximum of 1.5% of annual premium per month.
- Miscellaneous charge may be increased to a maximum of ₹500 per alteration.
- Switching charge may be increased to a maximum of ₹ 200 per switch

The policyholder who does not agree with the above shall be allowed to withdraw the units in the funds at the then prevailing Fund Value.

Mortality charges, premium allocation charges and premium discontinuance 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 Wealth Builder is a Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIP's are subject to investment risks.
- (b) ICICI Prudential Life Insurance Company Limited, ICICI Pru Wealth Builder, Opportunities Fund, Multi Cap Growth Fund, Bluechip Fund, Maximiser V, Multi Cap Balanced Fund, Income Fund, Money Market 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.

## 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 headquartered in the United Kingdom. ICICI Prudential was amongst the first private sector insurance companies to begin operations in December 2000 after receiving approval from Insurance Regulatory Development Authority (IRDA).

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



**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: 9.00 am to 9.00 pm**

**Monday to Saturday, except National Holidays.**

**To know more, please visit [www.icicprulife.com](http://www.icicprulife.com)**

Registered Office: ICICI Prudential Life Insurance Company Limited, ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025.

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. For more details on the risk factors, term and conditions please read sales brochure carefully before concluding the sale. Tax benefits under the policy are subject to conditions under Sec. 80C and Sec 10(10D) of the Income Tax Act, 1961. Service tax and education cess will be charged extra as per applicable rates Tax laws are subject to amendments from time to time. © 2012, ICICI Prudential Life Insurance Co. Ltd. Registered Address: ICICI PruLife Towers, 1089 Appasaheb Marathe Marg, Prabhadevi, Mumbai-400025. Reg.No: 105. Insurance is the subject matter of the solicitation. ICICI PruWealth Builder Form No.: U91. UIN: 105L129V01. Advt. No.: L/IC/793/2012-13.