

## OVERVIEW

India's Number One private life insurer, ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank-one of India's foremost financial services companies-and Prudential plc- a leading international financial services group headquartered in the United Kingdom. Total capital infusion stands at Rs. 15.85 billion, with ICICI Bank holding a stake of 74% and Prudential plc holding 26%.

We began our operations in December 2000 after receiving approval from Insurance Regulatory Development Authority (IRDA). Today, our nation-wide team comprises nearly 100,000 insurance advisors, 19 bancassurance partners and 200 corporate agent tie-ups.

ICICI Prudential was the first life insurer in India to receive a National Insurer Financial Strength rating of AAA (Ind) from Fitch ratings. For three years in a row, ICICI Prudential has been voted as India's Most Trusted Private Life Insurer, by The Economic Times - AC Nielsen ORG Marg survey of 'Most Trusted Brands'. As we grow our distribution, product range and customer base, we continue to tirelessly uphold our commitment to deliver world-class financial solutions to customers all over India.

### The ICICI Prudential Edge –What makes us Number 1

The ICICI Prudential edge comes from our commitment to our customers, in all that we do - be it product development, distribution, the sales process or servicing. Here's a peek into what makes us leaders.

1. Our products have been developed after a clear and thorough understanding of customers' needs. It is this research that helps us develop Education plans that offer the ideal way to truly guarantee your child's education, Retirement solutions that are a hedge against inflation and yet promise a fixed income after you retire, or Health insurance that arms you with the funds you might need to recover from a dreaded disease.
2. Having the right products is the first step, but it's equally important to ensure that our customers can access them easily and quickly. To this end, ICICI Prudential has an advisor base across the length and breadth of the country, and also partners with leading banks, corporate agents and brokers to distribute our products
3. Robust risk management and underwriting practices form the core of our business. With clear guidelines in place, we ensure equitable costing of risks, and thereby ensure a smooth and hassle-free claims process.
4. Entrusted with helping our customers meet their long-term goals, we adopt an investment philosophy that aims to achieve risk adjusted returns over the long-term.
5. Last but not least, our 10,000+ strong staff is given the opportunity to learn and grow, every day in a multitude of ways. We believe this keeps them engaged and enthusiastic, so that they can deliver on our promise to cover you, at every step in life.

#### **Our vision:**

To make ICICI Prudential the dominant Life and Pensions player built on trust by world-class people and service.

This we hope to achieve by:

- Understanding the **needs of customers** and offering them superior products and service
- Leveraging **technology** to service customers quickly, efficiently and conveniently
- Developing and implementing superior **risk management and investment strategies** to offer sustainable and stable returns to our policyholders
- Providing an enabling environment to foster growth and learning for our **employees**
- And above all, **building transparency** in all our dealings.

The success of the company will be founded in its unflinching commitment to 5 core values -- Integrity, Customer First, Boundaryless, Ownership and Passion. Each of the values describe what the company stands for, the qualities of our people and the way we work.

We do believe that we are on the threshold of an exciting new opportunity, where we can play a significant role in redefining and reshaping the sector. Given the quality of our parentage and the commitment of our team, there are no limits to our growth.

## **Our values :**

Every member of the ICICI Prudential team is committed to 5 core values: Integrity, Customer First, Boundaryless, Ownership, and Passion. These values shine forth in all we do, and have become the keystones of our success.

## **PROMOTERS**

### **ICICI Bank**

ICICI Bank (NYSE:IBN) is India's second largest bank with an asset base of Rs. 2513.89 billion as on March 31, 2006. ICICI Bank provides a broad spectrum of financial services to individuals and companies. This includes mortgages, car and personal loans, credit and debit cards, and corporate and agricultural finance.

ICICI Bank services a growing customer base of more than 17 million customers through a multi-channel access network which includes over 620 branches and extension counters, 2,200 ATMs, call centres and Internet banking ([www.icicibank.com](http://www.icicibank.com)).

### **Prudential Plc**

Established in London in 1848, Prudential Plc-through its businesses in Europe, UK, USA, and Asia-provides retail financial services products and services to more than 16 million customers, policyholders and unit holders worldwide. As of December 31, 2005, the company had over US\$ 400 billion in funds under management.

Prudential has brought to the market an integrated range of financial services products that now includes life assurance, pensions, mutual funds, banking, investment management, and general insurance. In Asia, Prudential is the leading European life insurance company with a vast network of 23 life and mutual fund operations in twelve countries-China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, and Vietnam.

## **FACT SHEET**

### **THE Company**

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's capital base stands at Rs. 15.85 billion with ICICI Bank and Prudential plc holding 74% and 26% stake respectively. For the half-year ended September 30, 2006, the company garnered Rs. 1,626 crore of weighted new business premium and wrote 658,437 policies. The sum assured in force stands at over Rs. 64,113 crore and assets held at nearly Rs 12,000 crore.

ICICI Prudential is also the only private life insurer in India to receive a National Insurer Financial Strength rating of AAA (Ind) from Fitch ratings. The AAA rating is the highest rating, and is a clear assurance of ICICI Prudential's ability to meet its obligations to customers at the time of maturity or claims.

For the past five years, ICICI Prudential has retained its position as the No. 1 private life insurer in the country, with a wide range of flexible products that meet the needs of the Indian customer at every step in life. To know more about the company, please visit [www.iciciprulife.com](http://www.iciciprulife.com).

### **Distribution**

ICICI Prudential has one of the largest distribution networks amongst private life insurers in India with a network of over 120,000 advisors, and having commenced operations in 271 cities and towns in India, stretching from Bhuj in the west to Guwahati in the east, and Jammu in the north to Trivandrum in the south.

The company has 19 bancassurance partners, having tie-ups with ICICI Bank, Bank of India, Federal Bank, South Indian Bank, Lord Krishna Bank, all regional rural banks sponsored by Bank of India, as well as some co-operative banks; as well as over 200 corporate agents and brokers. It has also tied up with NGOs, MFIs and corporates for the distribution of rural policies.

## Products

### Insurance Solutions for Individuals

ICICI Prudential Life Insurance offers a range of innovative, customer-centric products that meet the needs of customers at every life stage. Its products can be enhanced with up to 4 riders, to create a customized solution for each policyholder.

### Savings & Wealth Creation Solutions

- **CashPlus** is a transparent, feature-packed savings plan that offers 3 levels of protection as well as liquidity options.
- **Save'n'Protect** is a traditional endowment savings plan that offers life protection along with adequate returns.
- **CashBak** is an anticipated endowment policy ideal for meeting milestone expenses like a child's marriage, expenses for a child's higher education or purchase of an asset. It is available for terms of 15 and 20 years.
- **LifeTime Super & LifeTime Plus** are unit-linked plans that offer customers the flexibility and control to customize the policy to meet the changing needs at different life stages. Each offer 4 fund options - Preserver, Protector, Balancer and Maximiser.
- **LifeLink Super** is a single premium unit linked insurance Plan which combines life insurance cover with the opportunity to stay invested in the stock market.
- **Premier Life Gold** is a limited premium paying plan specially structured for long-term wealth creation.
- **InvestShield Life New** is a unit linked plan that provides premium guarantee on the invested premiums and ensures that the customer receives only the benefits of fund appreciation without any of the risks of depreciation.
- **InvestShield Cashbak** is a unit linked plan that provides premium guarantee on the invested premiums along with flexible liquidity options.

### Protection Solutions

- **LifeGuard** is a protection plan, which offers life cover at low cost. It is available in 3 options - level term assurance, level term assurance with return of premium & single premium.
- **HomeAssure** is a mortgage reducing term assurance plan designed specifically to help customers cover their home loans in a simple and cost-effective manner.

### Child Plans

- **Education insurance** under the **SmartKid** brand provides guaranteed educational benefits to a child along with life insurance cover for the parent who purchases the policy. The policy is designed to provide money at important milestones in the child's life. **SmartKid** plans are also available in unit-linked form ? both single premium and regular premium.

### Retirement Solutions

- **ForeverLife** is a traditional retirement product that offers guaranteed returns for the first 4 years and then declares bonuses annually.

- **LifeTime Super Pension** is a regular premium unit linked pension plan that helps one accumulate over the long term and offers an annuity option (guaranteed income for life) at the time of retirement.
- **LifeLink Super Pension** is a single premium unit linked pension plan.
- **Immediate Annuity** is a single premium annuity product that guarantees income for life at the time of retirement. It offers the benefit of 5 payout options.

### Health Solutions

- **Health Assure and Health Assure Plus:** Health Assure is a regular premium plan which provides long term cover against 6 critical illnesses by providing policyholder with financial assistance, irrespective of the actual medical expenses. Health Assure Plus offers the added advantage of an equivalent life insurance cover.
- **Cancer Care:** is a regular premium plan that pays cash benefit on the diagnosis as well as at different stages in the treatment of various cancer conditions.
- **Diabetes Care:** Diabetes Care is the first ever critical illness product specially for individuals with Type 2 diabetes. It makes payments on diagnosis on any of 6 diabetes related critical illnesses, and also offers a coordinated care approach to managing the condition. Diabetes Care Plus also offers life cover.

### Group Insurance Solutions

ICICI Prudential also offers Group Insurance Solutions for companies seeking to enhance benefits to their employees.

**Group Gratuity Plan:** ICICI Pru's group gratuity plan helps employers fund their statutory gratuity obligation in a scientific manner. The plan can also be customized to structure schemes that can provide benefits beyond the statutory obligations.

**Group Superannuation Plan:** ICICI Pru offers both defined contribution (DC) and defined benefit (DB) superannuation schemes to optimise returns for the members of the trust and rationalise the cost. Members have the option of choosing from various annuity options or opting for a partial commutation of the annuity at the time of retirement.

**Group Immediate Annuities:** In addition to the annuities offered to existing superannuation customers, we offer immediate annuities to superannuation funds not managed by us.

**Group Term Plan:** ICICI Pru's flexible group term solution helps provide affordable cover to members of a group. The cover could be uniform or based on designation/rank or a multiple of salary. The benefit under the policy is paid to the beneficiary nominated by the member on his/her death.

### Flexible Rider Options

ICICI Pru Life offers flexible riders, which can be added to the basic policy at a marginal cost, depending on the specific needs of the customer.

1. **Accident & disability benefit:** If death occurs as the result of an accident during the term of the policy, the beneficiary receives an additional amount equal to the rider sum assured under the policy. If the death occurs while traveling in an authorized mass transport vehicle, the beneficiary will be entitled to twice the sum assured as additional benefit.
2. **Critical Illness Benefit:** protects the insured against financial loss in the event of 9 specified critical illnesses. Benefits are payable to the insured for medical expenses prior to death.

3. **Income Benefit:** This rider pays the 10% of the sum assured to the nominee every year, till maturity, in the event of the death of the life assured. It is available on SmarKid and CashPlus.
4. **Waiver of Premium:** In case of total and permanent disability due to an accident, the future premiums continue to be paid by the company till the time of maturity. This rider is available with LifeTime Super, LifeTime Super Pension and CashPlus.

### About the Promoters

**ICICI Bank** (NYSE:IBN) is India's second largest bank and largest private sector bank with assets of Rs. 2823.72 billion as on September 30, 2006. ICICI Bank provides a broad spectrum of financial services to individuals and companies. This includes mortgages, car and personal loans, credit and debit cards, corporate and agricultural finance. The Bank services a growing customer base through a multi-channel access network which includes over 635 branches and extension counters, 2325 ATMs, call centres and Internet banking ([www.icicprulife.com](http://www.icicprulife.com)).

Established in London in 1848, **Prudential plc**, through its businesses in the UK and Europe, the US and Asia, provides retail financial services products and services to more than 21 million customers, policyholder and unit holders worldwide. As of June 30, 2006, the company had over £234 billion in funds under management. Prudential has brought to market an integrated range of financial services products that now includes life assurance, pensions, mutual funds, banking, investment management and general insurance. In Asia, Prudential is the leading European life insurance company with a vast network of 23 life and mutual fund operations in twelve countries - China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam.

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**Critical Illness Benefit:** protects the insured against financial loss in the event of 9 specified critical illnesses. Benefits are payable to the insured for medical expenses prior to death.

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Super Pension and CashPlus.

## MANAGEMENT PROFILE

### Board Of Directors

The ICICI Prudential Life Insurance Company Limited Board comprises reputed people from the finance industry both from India and abroad.

**Mr. K.V. Kamath**, Chairman  
**Mr. Mark Norbom**  
**Mrs. Lalita D. Gupte**  
**Mrs. Kalpana Morparia**  
**Mrs. Chanda Kochhar**  
**Mr. HT Phong**  
**Mr. M.P. Modi**  
**Mr. R Narayanan**  
**Mr. Keki Dadiseth**  
**Ms. Shikha Sharma**, Managing Director  
**Mr. N. S. Kannan**, Executive Director

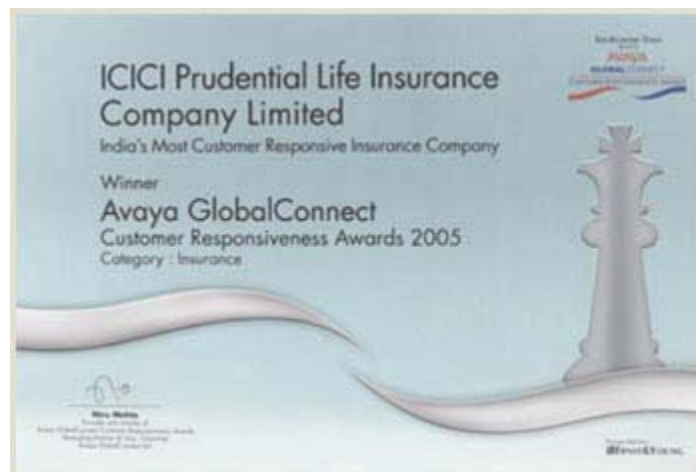
### Management Team

The ICICI Prudential Life Insurance Company Limited Management team comprises reputed people from the finance industry both from India and abroad.

**Ms. Shikha Sharma**, Managing Director & CEO  
**Mr. N. S. Kannan**, Executive Director  
**Mr. Sandeep Batra**, CFO & Company Secretary  
**Ms. Anita Pai**, Chief-IT, Customer Service & Operations  
**Mr. Azim Mithani**, Chief Actuary  
**Mr. Puneet Nanda**, Chief Investments Officer  
**Mr. Binayak Dutta**, Chief – Sales and distribution

## AWARDS & RECOGNITIONS

### Awards



**India's Most Customer Responsive Insurance Company**  
Avaya GlobalConnect - Economic Times  
Customer Responsiveness Awards

### **Most Trusted Private Life Insurer**

The Economic Times - A C Nielsen Survey of Most Trusted Brands – 2003, 2004 and 2005



**Prudence Customer Centricity Award 2004 & 2005**  
Prudential Corporation Asia



**Best Life Insurer 2003**  
**Outlook Money Awards 2003 & 2004**

**IMM Award for Excellence**  
Institute of Marketing & Management

**Organisation with Innovative HR Practices**  
Indira Group of Institutes



**Superbrand 2003-04**

**Organisation with Innovative HR Practices**  
Asia-Pacific H R Congress Awards for HR Excellence



**Silver Effie for Effectiveness of the 'Retire from Work not life' advertising campaign**  
Effies 2003

## **Recognitions**

**IMM Award for Excellence**  
Institute of Marketing & Management

**Organisation with Innovative HR Practices**  
Indira Group of Institutes

**Organisation with Innovative HR Practices**  
Asia-Pacific H R Congress Awards for HR Excellence