

CashPlus



ICICI PRUDENTIAL 

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

We cover you. At every step in life.



The road to your financial goals has many twists, turns and probably a few unexpected roadblocks. You need a plan that balances your savings and protection needs with ease, along with the benefit of liquidity - to take care of the milestones in your life.

Presenting CashPlus from ICICI Prudential, India's No.1 Private Life Insurer*- an ideal plan for your long - term financial planning with added advantage of regular liquidity and some unique features that provide you more flexibility.

Terms you need to know

Regular Premium: Payment of premium at fixed, regular intervals.

Sum Assured: The guaranteed amount that is payable on death of the Life Assured.

Fund Value: This is the product of the total number of units under this policy and the Net Asset Value (NAV) per unit as on that date.

Guaranteed Value: This is the sum of all allocated premiums (net of mortality and policy administration charges and partial withdrawals) and accrued bonus interest credits.

Bonus Interest Credits: Interest that is declared on the Guaranteed Value at the end of every financial year.

Partial Withdrawal: Any part of the fund that is withdrawn by the policyholder during the policy term.

Surrender: Surrender means terminating the contract once and for all. On surrender, a surrender value is payable that is usually expressed as Fund Value less the surrender charge.

How does CashPlus provide you with protection?

CashPlus offers you three levels of cover (in the form of Sum Assured) for the same annual contribution. You can choose from Basic, Standard and Enhanced levels of cover. The cover depends upon the term and premium chosen by you, as follows:

Type of Cover	Basic	Standard	Enhanced
Amount of Cover	(Term-5) X Premium	(Term) X Premium	(Term+5) X Premium

You also have the opportunity to increase your cover by shifting from Basic to Standard / Enhanced level or from Standard to Enhanced level of covers as per your changing requirements. For each level of Sum Assured, applicable mortality charges would be deducted from your premium. In the unfortunate event of death during the term of the policy, the nominee would receive the Sum Assured along with the higher of the Fund Value and Guaranteed Value.¹

In this policy, the investment risk in the investment portfolio is borne by the policyholder.

How does your policy value accumulate?

At the end of every year, the company will declare a bonus interest on the Guaranteed Value at that point in time. This bonus interest will have a compounding effect on the value of your policy. The differential between the bonus interest credited and the income earned on investments would not be more than 1%. The sum of all your allocated premiums, along with all the accrued bonus interests is guaranteed on maturity, or in the case of unfortunate death, along with the Sum Assured.

How do you get the added advantage of liquidity?

With CashPlus, you have the option of making partial withdrawals after the completion of five policy years and after you have paid five years' premiums.²

What are the maturity benefits and how can you use them?

Based on the term chosen for this policy, you will be entitled to receive the higher of Fund Value or Guaranteed Value at the end of policy term.

What is the Investment Objective?

The investment objective of this fund is to help you accumulate income through investment in various fixed income securities. In addition to protecting the capital, the fund seeks to provide capital appreciation while maintaining a suitable balance between return, safety and liquidity.

Indicative Portfolio Allocation:

Debt, Money market & Cash: Maximum 100%

Potential Risk- Return profile of the fund: Low

Can the premiums be discontinued?

Yes, the Cover Continuance option ensures that your life insurance cover continues, in case you are unable to pay premiums, anytime after you have paid the first three years' premium. All applicable charges will continued to be automatically deducted from the units available in your fund. You need to opt for cover continuance, if you wish to avail of this benefit.³

Can I surrender my policy?

Yes, you can surrender your policy anytime after 3 policy years and after payments of 3 full years' premiums. Surrender values are available to you after deducting surrender charges and would depend on the number of premiums paid and the policy term.

For details on surrender values applicable, please refer to the sales literature & policy document.



Tax Benefits

Premium payment upto 20% of the Sum Assured is eligible for tax benefit under Section 80C subject to a maximum of Rs. 1,00,000. Any amount paid to you will be eligible for tax benefit under Section 10(10D) exemption, if the premium paid in any year does not exceed 20% of Sum Assured.

Who can apply for CashPlus?

Minimum Entry Age	0 years
Maximum Entry Age	60 years
Maximum Age at Policy Maturity	75 years
Minimum Annual Premium	Rs. 8,400
Minimum Policy Term	10 years
Maximum Policy Term	30 years

Charges under the policy

a. Premium Allocation Charge

This will be deducted from the premium amount at the time of premium payment & the balance amount would be used for allocation of units. The charges are as follows:

Policy Year	Year 1	Year 2	Year 3	Year 4 onwards
Premium Allocation Charge (Percentage of Premium)	57%	15%	15%	5%

b. Fund Management Charge (FMC)

An FMC of 1.25% per annum will be adjusted from the NAV on a daily basis.

c. Policy Administration Charge

There would be a fixed policy administration charge of Rs. 25 per month, which will be recovered by cancellation of units.

d. Mortality Charge

Mortality charges will be deducted on a monthly basis on the Sum Assured by cancellation of units. Indicative charges per thousand Sum Assured for a healthy male life is shown below:

Age (Yrs.)	10	20	30	40	50	60
Charges per thousand Sum Assured (Rs.)	0.77	1.33	1.46	2.48	5.91	14.21

Terms and Conditions

1. In case the Life Assured is below age 7 years (as on nearest birthday) at the time of death, only higher of the Guaranteed Value and the Fund Value would be payable.
2. Provided the policy is in force and the premium has been paid for 5 years, starting from the fifth policy anniversary, only one partial withdrawal is allowed each year subject to a maximum of 10% of the Fund Value at the date of withdrawal. These withdrawals have no charges. Any unused withdrawal opportunities cannot be carried forward to subsequent years. The partial withdrawals will reduce the Guaranteed Value of the fund.
Partial withdrawals are allowed only if the Life Assured is at least 18 years of age and if the policy is in force.
3. Your life cover continues for a period of 2 years from the last premium paid (by levying applicable charges). Thereafter, if you have not opted for Cover Continuance Option your policy will be foreclosed and applicable surrender value would be paid.
4. If full premium for the first three policy years is not paid, the policy lapses, and if not revived within a period of two years from the due date of the last unpaid premium, then the policy is foreclosed and no surrender value will be paid.
5. If premium has been paid for three full policy years and after three policy years have elapsed; and the Fund Value across all Funds under the policy falls below 150% of one year's premium, the policy shall be terminated by paying the Fund Value after applying surrender charges, if applicable. This condition will apply during Cover Continuance stage also.
6. No loans are granted under this policy.
7. Increase in Sum Assured is allowed subject to underwriting if all due premiums till date have been paid. Any medical costs for this purpose would be borne by the policyholder and will be levied by cancellation of units.
8. 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 will be paid. 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.
9. All benefits payable under the policy are subject to the tax laws and other financial enactments as they exist from time to time. Service tax and education cess will be charged extra as per applicable rates.
10. All transaction requests (including renewal premiums, switches, partial withdrawals, 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 the next day's NAV. The cut-off time will be as per IRDA guidelines from time to time, which is currently 4:15 p.m.
11. All renewal premiums received in advance would be allocated units at the NAV prevailing on the due date of such premiums.
12. Guarantee will not apply in case of surrender.

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 be with prospective effect, subject to prior approval from Insurance Regulatory & Development Authority (IRDA) and after giving a notice to the policyholders. The following limits would be applicable in the light of the above.
 - Fund management charge may be increased to a maximum of 2.5% per annum of the net assets for each of the funds.
 - Total policy administration charge may be increased to a maximum of Rs. 50/- per month.
- 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, without any application of surrender charges and terminate the policy.
- Mortality charges, premium allocation charge and surrender charges are guaranteed for the term of the policy.

Risks of investment in the Units of the Fund

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

CashPlus is a Unit-Linked Insurance Policy (ULIP) and is different from traditional products. Investments in ULIPs are subject to market risks. The premium paid in Unit-Linked Life Insurance policies are subject to investments risks associated with capital markets and debt markets; and the NAVs of the units may fluctuate based on the performance of fund and factors influencing the capital market; and the insured is responsible for his /her decisions. ICICI Prudential Life Insurance Company Limited and CashPlus are only names of the company and the policy respectively and do not in any way indicate the quality of the policy, its future prospects or returns. The investment in the Fund is subject to market and other risks and there can be no assurance that the objectives of the Fund will be achieved. The fund does not offer a guaranteed or assured return.

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank and Prudential plc. It was one of the first players to commence operations when the insurance industry was opened to the private sector in 2000. Since inception the company has written over 2 million policies. The company has a network of over 70,000 advisors, 9 bancassurance as well as over 190 corporate agents & brokers tie-ups. It is also the only life insurer in India to get IFS AAA (ind) rating, by Fitch Ratings. For the past five years, ICICI Prudential has retained its position as 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.

For more information, call our Customer Service

Toll Free Number 1800-22-2020 from your MTNL or BSNL line.

(Call Center Timings: 9.00 A.M. to 9.00 P.M. Monday to Saturday, except National Holidays)



We cover you. At every step in life.

Registered Office: ICICI Prudential Life Insurance Company Limited, ICICI PruLife Towers,

1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400025.

*In terms of weighted received premiums & funds under management This product brochure is indicative of the terms, conditions, warranties and exceptions contained in the insurance policy. For further details, please refer to the sales literature and policy document. In the event of any conflict, if any, between the terms and conditions contained in the policy document shall prevail. Insurance is the subject matter of the solicitation. ICICI Prudential Life Insurance Company Limited. ©2006. CashPlus: Form No. U12.