

THEIR HAPPINESS STARTS WITH YOUR PROTECTION



A Non-Participating Non-Linked Life Individual Pure Risk Product



Life cover



Accidental Death
Benefit
(Optional)



Tax benefit



You strive to provide comfort, happiness, and security to your family and you would want your family's future to be secured at all times.

ICICI Pru POS - iProtect Smart gives you the flexibility to design your safety net so that you can protect your family's future to ensure that they lead their lives comfortably without any financial worries, even in your absence. This plan also offers you the option to enhance your coverage against Accidental Death.

Key features



Secure your family with affordable premiums



Additional Accidental Death Benefit: Boost your protection cover with accidental death benefit



Special premium rates for women for life cover



Flexibility to pay premiums once, for a limited period or throughout the policy term



Tax benefits: on premiums paid and benefits received as per the prevailing tax laws

How does this plan protect you

You can choose your level of protection by selecting one of the below benefit options:

Benefit Option	Benefits
 Life	Death Benefit
 Life Plus	Death Benefit + Accidental Death Benefit

Death Benefit is the Sum Assured chosen by you.

Your premium will vary depending on the benefit option chosen. Accidental Death Benefit has to be chosen at Policy inception. It cannot be added to your Policy during the Policy term.

Benefits in detail



Life Option

On your unfortunate death, we will pay the Death Benefit (DB) as lump sum to your nominee/legal heir. The policy will terminate on payment of this benefit. Death Benefit is the Sum Assured chosen by you. Death Benefit shall be payable as follows:

Premium Payment Option	Death Benefit
Single Pay	Higher of: • 125% of the Single Premium or • Sum Assured chosen by you
Regular Pay and Limited Pay	Higher of: • 7 times the annualized premium or • 105% of the total premiums received up to the date of death or diagnosis of terminal illness or • Sum Assured chosen by you

In the event of the death of the Life Assured or on the Date of Maturity then Death Benefit shall not be payable, and the Policy shall terminate with all rights and benefits thereunder.



Life Plus Option

In addition to the Death Benefit, you are also covered for Accidental Death (AD) Benefit. In case of death due to an accident, we will pay your nominee/ legal heir AD Benefit. This benefit ensures that you enhance your coverage significantly at very affordable rates. The policy will terminate on payment of these benefits.

In the event of an accident on the Date of Maturity of Accidental Death Benefit term resulting in the death of the Life Assured, Sum Assured for ADB shall not be payable.

Eligibility conditions

Minimum / Maximum age at entry	18 / 60 years
Minimum / Maximum age at maturity	23 / 65 years
Minimum Policy term	Single Pay : 5 years Regular Pay : 5 years Limited Pay : 10 years
Maximum Policy term	Single Pay : 20 years Limited Pay : 40 years Regular Pay : 65 years less age at entry
Premium Payment Options	Single Pay, Regular Pay, Limited Pay
Premium Payment Terms	Single Pay : Single Regular Pay : Same as Policy Term Limited Pay : Policy Term – 5 years
Minimum Premium	₹ 2,400 p.a. for Base Death Benefit excluding applicable taxes such as Goods and Services tax and/or cesses
Accidental Death Benefit	Equal to Sum Assured chosen by you, subject to a maximum limit as per the Board Approved Underwriting Policy
Minimum Sum Assured	Subject to the minimum premium
Maximum Sum Assured	Unlimited (subject to Board Approved Underwriting Policy)
Mode of Premium Payment	Single, Yearly, Half-yearly and Monthly

Sum Assured will be offered in multiple of ₹50,000.

Safeguard your Family's future in 2 steps

01

Decide the amount of protection you need and the benefit option

02

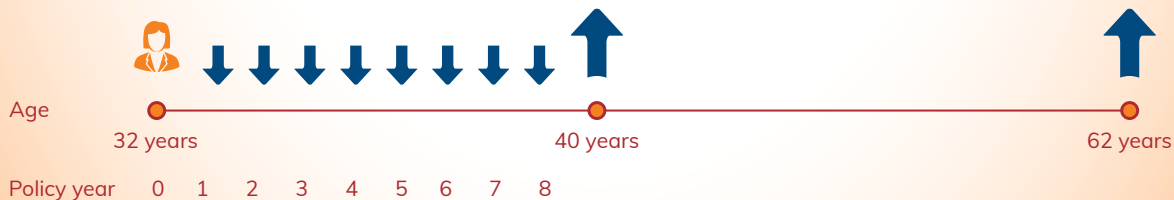
Choose your policy term and premium payment term

Illustrations

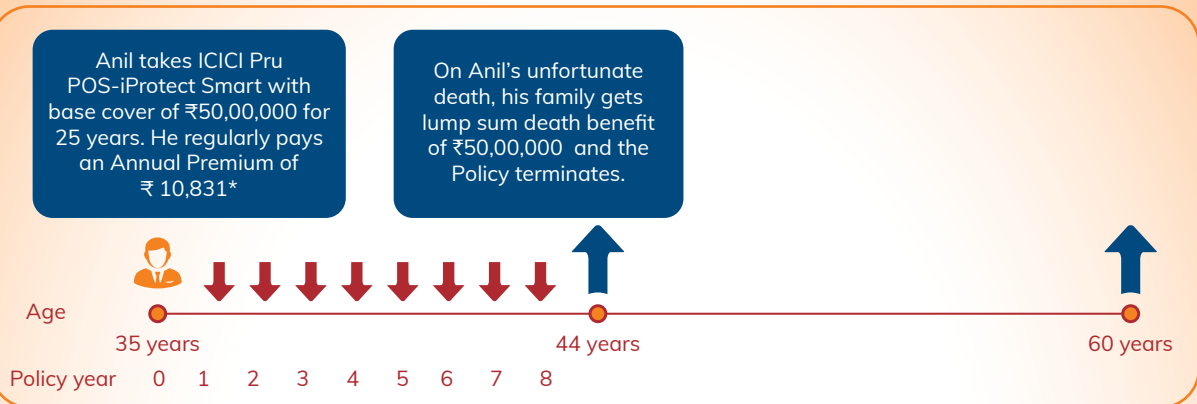
Priya is a 32 years old marketing consultant. She has availed a loan for buying a house. Realising the need for protection in her fast-paced life, Priya wants to be well prepared for unforeseen circumstances in life. ICICI Pru POS - iProtect Smart with Accidental Death Benefit provides the perfect solution for her needs. Priya takes ICICI Pru POS IPS Life Plus option for Sum Assured of ₹ 40,00,000 for 30 years.

Priya takes ICICI Pru POS-iProtect Smart for Sum Assured of ₹ 40,00,000 for 30 years. She regularly pays an Annual Premium of ₹ 12,760*

On Priya's unfortunate death due to accident, her family gets lump sum benefit of ₹ 80,00,000 and the Policy Terminates



Anil is a 35 years old project manager in an IT company. Anil wants to ensure that his wife, three year old son and retired father live a comfortable life in case of his untimely death. He chooses ICICI Pru POS - iProtect Smart with a Death Benefit of ₹50 lakhs.



*Goods and Services tax and cesses (if any) will be charged extra, as per applicable rates.

Maturity or paid-up or survival benefit

No benefit will be payable upon survival of the Life Assured at the completion of the policy term. On the Date of Maturity, the Policy will automatically stand terminate with all rights, benefits and interests thereunder.

There is no paid-up value under this Policy.

Surrender / Unexpired risk premium value

On Surrender of Policy, Surrender value equal to Unexpired risk premium value will be payable according to the premium payment option chosen by You at inception.

- **Single Pay:**

Unexpired risk premium value = $25\% \times [1 - (\text{Policy Month of surrender} - 1) / (\text{Policy Term} \times 12)] \times \text{Total Premiums Paid}$.

- **Limited Pay**

If one full year's premium is not paid, Unexpired risk premium value = 0.

If one full year's premium has been paid, then the Unexpired risk premium value = $25\% \times [\text{Number of months for which premiums are paid} / (\text{Premium Payment Term} \times 12)] \times [1 - (\text{Policy Month of surrender} - 1) / (\text{Policy Term} \times 12)] \times \text{Total Premiums Paid}$.

- **Regular Pay:**

Unexpired risk premium value = 0

- On payment of the Surrender Value by the Company, the Policy will terminate and all rights, benefits and interests under the policy will stand extinguished.

Terms & Conditions

1 Free look period (30 days refund policy)

On receipt of the policy document, whether received electronically or otherwise, You have an option to review the policy terms and conditions. If You are not satisfied or have any disagreement with the terms and conditions of the Policy or otherwise and have not made any claim, the Policy Document needs to be returned to the Company with reasons for cancellation within 30 days from the date of receipt of the Policy Document. We will refund the premium paid after deduction of Stamp duty, proportionate risk premium for the period of cover and the expenses borne by Us on medical tests, if any. The Policy shall terminate on payment of this amount and all rights, benefits and interests under this Policy will stand extinguished.

2 Waiting Period for Death Benefit

If death of the Life Assured occurs during the first 60 days from the Date of commencement of risk the Company shall refund all premiums paid (including modal loading but excluding Goods and Services Tax and Cesses, if any) and the policy will terminate with immediate effect. Waiting period of 60 days is not applicable for death due to accident or on revival of lapsed policies.

3 Accidental Death Benefit

For the purpose of Accidental Death Benefit payable on accident the following conditions shall apply:

- a. Death due to accident should not be caused by the following:
 - Attempted suicide or self-inflicted injuries while sane or insane, or whilst the Life Assured is under the influence of any narcotic substance or drug or intoxicating liquor except under the direction of a medical practitioner; or
 - Engaging in aerial flights (including parachuting and skydiving) other than as a fare paying passenger or crew on a licensed passenger-carrying commercial aircraft operating on a regular scheduled route; or
 - The Life Assured with criminal intent, committing any breach of law; or
 - Due to war, whether declared or not or civil commotion; or
 - Engaging in hazardous sports or pastimes, e.g. taking part in

(or practicing for) boxing, caving, climbing, horse racing, jet skiing, martial arts, mountaineering, off piste skiing, pot holing, power boat racing, underwater diving, yacht racing or any race, trial or timed motor sport.

- b. Death due to accident event caused by external, visible and violent means.
- The accident shall result in bodily injury or injuries to the Life Assured independently of any other means. Such injury or injuries shall, within 180 days of the occurrence of the accident, directly and independently of any other means cause the death of the Life Assured. In the event of the death of the Life Assured after 180 days of the occurrence of the accident, the Company shall not be liable to pay this benefit. The benefit will be payable if the accident occurs within the Accidental Death Benefit Term even if the death occurs beyond the Accidental Death Benefit Term (however within 180 days of the accident).
- The policy must be in-force at the time of accident.
- The Company shall not be liable to pay this benefit in case the accident and subsequent death of the Life Assured occurs on or after the Date of Maturity of the Accidental Death Benefit Term.

4 Tax benefits

Tax benefits under the policy are subject to conditions u/s 123 (read with schedule XV, Sr. No. 1, 2 & 4) of the Income Tax Act, 2025. Applicable taxes such as Goods and Services tax and/or cesses (if any) will be charged extra, as per applicable rates. The death benefit may be taxable as per the prevailing tax laws. The tax laws are subject to amendments from time to time.

5 Suicide clause

If the Life Assured, whether sane or insane, commits suicide within 12 months from the date of commencement of risk of this Policy, We will refund higher of 80% of the total premiums paid, if any till the date of death or surrender value as available on date of death provided the policy is in force.

In the case of a revived Policy, if the Life Assured, whether sane or insane, commits suicide within 12 months of the date of revival of the Policy, higher of 80% of the total premiums paid, if any till date of death or surrender value as available on date of death will be payable by Us.

The Policy will terminate on making such a payment and all rights, benefits and interests under the Policy will stand extinguished.

6 Grace period

The Grace Period for payment of premium is 15 days for monthly mode of premium payment and 30 days for other frequencies of premium payment, commencing from the premium due date. The life cover continues during the Grace Period. In case of death of Life Assured during the grace period, applicable Death Benefit will be payable. For Life Plus Option, in case of death of Life Assured due to accident during the grace period, applicable Accidental Death Benefit will also be payable. Grace Period is applicable for Regular Pay and Limited Pay option only.

7 Limited pay option

Premiums need to be paid only for the chosen premium payment term. Once premiums have been paid for the premium payment term, the policy benefits will continue for the term of the policy.

8 Premium discontinuance

If the premium is not paid either on the premium due date or within the grace period, all benefits under this policy will cease.

Lapse: If any premium instalment is not paid within the grace period, then the policy shall lapse, and the cover will cease. If the policy is not revived within the revival period, then the surrender value (if applicable, computed as on date of premium discontinuance), if any, shall become payable on the earliest of the following events:

- Event of death of the Life Assured within the revival period,
- End of the revival period, and
- Date of Maturity.

Post payment of such surrender value (if any), then the policy shall foreclose and all rights and benefits under the policy shall stand extinguished.

9 Policy revival

Policy revival: A policy which has discontinued payment of premium may be revived subject to underwriting and the following conditions:

- The application for revival is made within 5 years from the due date of the first unpaid premium and before the Date of Maturity of the policy. Revival will be based on the prevailing Board approved underwriting policy.
 - You furnish satisfactory evidence of health as required by Us.
 - The arrears of Premiums together with interest at such rate as We may charge for late payment of premiums are paid.
 - Revival interest rates will be set monthly based on the prevailing yield on 10 year Government Securities and is equal to 150 basis points over the yield. The yield on 10 year Government Securities will be sourced from www.bloomberg.com.
 - The revival interest rate for November 2024 is 8.36% p.a. compounded half-yearly.
 - The revival interest rate will be reviewed on the 15th day of every month by the company based on the 10-year G-Sec yield of one day prior to such review. The revival of the Policy may be on terms different from those applicable to the Policy before it lapsed for example, extra mortality premiums may be applicable subject to our Board approved underwriting policy.
 - We reserve the right to refuse to revive the Policy. In that case, only the premiums paid towards the revival of the policy shall be refunded without any interest.
 - Waiting period is not applicable in case of revival of policy.
 - The revival will take effect only if it is specifically communicated by Us to You.
 - Any change in revival conditions will be subject to prior approval from IRDA and will be disclosed to policyholders.
 - On revival of a lapse policy, the lower of the Sum Assured as applicable on the date of premium discontinuance or as approved during revival (following Board Approved Underwriting policy) shall be restored.
 - The revival of the policy may be on terms different from those applicable to the policy before premiums were discontinued; for example, extra mortality premiums may be applicable.
 - The Company reserves the right to not revive the policy. The revival will take effect only if it is specifically communicated by the Company to the Policyholder.
9. No loans are allowed under this policy.

10 Modal loadings

Loadings for various modes of premium payment are given below

Mode of Premium Payment	Loading (as a % of Premium)
Monthly	2.5%
Semi-Annual	1.25%
Annual	NA

11. The bases for computing Surrender Value factors will be reviewed from time to time and the factors applicable to existing business may be revised subject to the prior approval of the IRDAI.
12. If the Policyholder and Life Assured are different, then upon death of the Policyholder and subsequent intimation of the death with the Company, the policy shall vest on the Life Assured. Thereafter, the Life Assured shall become the Policyholder and will be entitled to all benefits and subject to all liabilities as per the terms and conditions of the policy. The Life Assured cum Policyholder can register due nomination as per Section 39 of the Insurance Act, 1938 as amended from time to time.

13 Nomination Requirements

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

14 Assignment Requirements

Assignment in the Policy will be governed by Section 38 of the Insurance Act, 1938, as amended from time to time. For more details on this section, please refer to our website.

15 Online Sale

The product is also available for sale through online mode.

16 Section 41

In accordance to the Section 41 of the Insurance Act 1938, as amended from time to time, no person shall allow or offer to allow, either directly or indirectly, as an inducement to any person to take or renew or continue an insurance in respect of any kind of risk

relating to lives or property in India, any rebate of the whole or part of the commission payable or any rebate of the premium shown on the policy, nor shall any person taking out or renewing or continuing a policy accept any rebate, except such rebate as may be allowed in accordance with the published prospectuses or tables of the insurer.

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

17

Section 45 of the Insurance Act, 1938, as amended from time to time:

1) No policy of life insurance shall be called in question on any ground whatsoever after the expiry of three years from the date of the policy, i.e., from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later. 2) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground of fraud: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision is based. 3) Notwithstanding anything contained in sub-section (2), no insurer shall repudiate a life insurance policy on the ground of fraud if the insured can prove that the mis-statement of or suppression of a material fact was true to the best of his knowledge and belief or that there was no deliberate intention to suppress the fact or that such mis-statement of or suppression of a material fact are within the knowledge of the insurer: Provided that in case of fraud, the onus of disproving lies upon the beneficiaries, in case the policyholder is not alive. 4) A policy of life insurance may be called in question at any time within three years from the date of issuance of the policy or the date of commencement of risk or the date of revival of the policy or the date of the rider to the policy, whichever is later, on the ground that any statement of or suppression of a fact material to the expectancy of the life of the insured was incorrectly made in the proposal or other document on the basis of which the policy was issued or revived or rider issued: Provided that the insurer shall have to communicate in writing to the insured or the legal representatives or nominees or assignees of the insured the grounds and materials on which such decision to repudiate the policy of life insurance is based: Provided further that in case of repudiation of the policy on the ground of misstatement or

suppression of a material fact, and not on the ground of fraud, the premiums collected on the policy till the date of repudiation shall be paid to the insured or the legal representatives or nominees or assignees of the insured within a period of ninety days from the date of such repudiation. 5) 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.

18 Fraud and misstatement

Treatment will be as per Section 45 of the Insurance Act, 1938 as amended from time to time.

19 Policy Servicing and Grievance Handling Mechanism

For any clarification or assistance, You may contact Our advisor or call Our customer service representative (between 10.00 a.m. to 7.00 p.m, Monday to Saturday; excluding national holidays) on the numbers mentioned on the reverse of the Policy folder or on Our website: www.iciciprulife.com. For updated contact details, We request You to regularly check Our website. If You do not receive any resolution from Us or if You are not satisfied with Our resolution, You may get in touch with Our designated grievance redressal officer (GRO) at gro@iciciprulife.com or 1800-2660.

Address:

ICICI Prudential Life Insurance Company Limited,
Ground Floor & Upper Basement, Unit No. 1A & 2A,
Raheja Tipco Plaza Rani Sati Marg,
Malad (East) Mumbai-400097 .

For more details, please refer to the "Grievance Redressal" section on www.iciciprulife.com. If You do not receive any resolution or if You are not satisfied with the resolution provided by the GRO, You may escalate the matter to Our internal grievance redressal committee at the address mentioned below:

ICICI Prudential Life Insurance Co. Ltd.
Ground Floor & Upper Basement Unit No. 1A & 2A,
Raheja Tipco Plaza, Rani Sati Marg,
Malad (East), Mumbai- 40009, Maharashtra.

If you are not satisfied with the response or do not receive a

response from us within 15 days, you may approach Policyholders' Protection and Grievance Redressal Department, the Grievance Cell of the Insurance Regulatory and Development Authority of India (IRDAI) on the following contact details:

IRDAI Grievance Call Centre (BIMA BHAROSA SHIKAYAT NIVARAN KENDRA)

155255 (or) 1800 4254 732

Email ID: complaints@irdai.gov.in

Address for communication for complaints by fax/paper:

Policyholders' Protection and Grievance Redressal Department – Grievance Redressal Cell

Insurance Regulatory and Development Authority of India

Survey No. 115/1, Financial District, Nanakramguda, Gachibowli, Hyderabad, Telangana State – 500032

You can also register your complaint online at bimabharosa.irdai.gov.in.

This is subject to change from time to time.

Refer

<https://www.iciciprulife.com/services/grievance-redressal.html> for more details

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company Limited is a joint venture between ICICI Bank Limited and Prudential Corporation Holdings Limited, a part of the Prudential group. ICICI Prudential began its operations in Fiscal 2001 after receiving approval from Insurance Regulatory Development Authority of India (IRDAI) in November 2000.

ICICI Prudential Life Insurance has maintained its focus on offering a wide range of savings and protection products that meet the different life stage requirements of customers.



For more information:

Customers calling from any where in India, please dial 1800 2660

Do not prefix this number with "+" or "91" or "00"

Call Centre Timings: 10.00 am to 7.00 pm

Monday to Saturday, except National Holidays.

To know more, please visit www.iciciprulife.com

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

ICICI Prudential Life Insurance Company Limited. Registered Address: ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai -400025. The product brochure is indicative of the terms & conditions, warranties & 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 this brochure and those contained in the policy documents, the terms & conditions contained in the policy document shall prevail. Trade Logo displayed above belongs to ICICI Bank Limited & Prudential IP Services Limited and used by ICICI Prudential Life Insurance Company Limited under license. ICICI Pru POS -iProtect Smart: Form No.: T52, T53. UIN: 105N173V04. Advt. No.: L/II/1563/2024-25.

BEWARE OF SUSPICIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums.

Public receiving such phone calls are requested to lodge a police complaint.