



lcici prudential

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ABOUT THE COMPANY:

- Established July 2000
- First Policy floated on December 2000
- A Joint Venture of ICICI Bank and Prudential Plc
- ICICI is the leading private bank in India, Headquartered in Mumbai
- Prudential Plc is a leading international financial service group headquartered in United Kingdom
- No. of Branches: 2100
- Micro-offices: 1,116
- No. of Bancassurance Partners: 18
- First Life Insurance Company to receive National Insurer Financial Strength Rating of 'AAA'(IND) from Fitch Ratings.
- Also won 'Most Trusted Brand' & 'Most Trusted Private Life Insurer' by The Economic Times-AC Nielson Org



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Secure your family's future in a few minutes.

Get life cover of **₹ 1 Crore**

for just **₹ 9,888* p.a.**

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*The above mentioned premium rates is for a 25 year healthy male for a term of 30 years for ICICI Pru Protect option 1 and are inclusive of all applicable taxes. Advt.no.: WIR/594/2014-15

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PRODUCTS

- ✖ **Term life insurance:** Term Insurance Plans are designed to ensure that in the event of the policyholder's death, the family gets the sum assured (the cover amount).

4 step claim process :

- + Intimation of claim to ICICI Prudential Life
- + ICICI Prudential Life to help the claimant to complete the documentation
- + Claimant to submit the required documents
- + ICICI Prudential Life to take decision on the claim

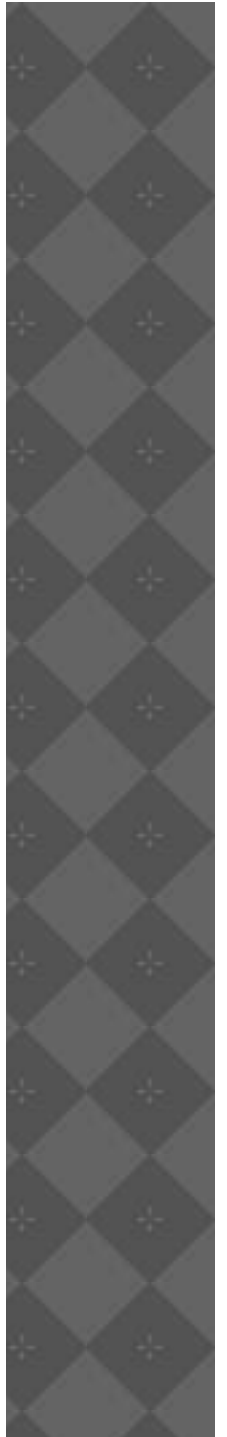
- ✖ **Wealth insurance:** Wealth insurance ensures that you receive a lumpsum amount of money at the maturity of the Policy. In the unfortunate event of death during the term of the policy, your family receives lumpsum amount, called the Sum Assured. Thus it combines the benefits of protection and saving in a single instrument.

- ✖ **Child insurance:** Education solutions ensures comprehensive financial planning for your child's education/ developmental needs.. It offers financial protection to your child's future in the unfortunate event of your death.



ICICI Prudential

- *ICICI Prudential Life's capital stands at Rs. 37.72 billion (as on March, 2008) with ICICI Bank and Prudential plc holding 74% and 26% stake respectively.*
- *For the year ended March 31, 2008, the company garnered Retail New Business Weighted premium of Rs. 6,684 crores, registering a growth of 68% over the last year and has underwritten nearly 3 million retail policies during the period.*



BUDGET

FOR NEWSPAPER:--RS 5000 TO 8000

FOR MAGAZINES:-RS 10000 TO 12000

FOR TV ADDS:-RS 50000 TO 80000

FOR RADIO :-RS 4000 TO 5000

| POLICY NAME | AGE | PREMIUM | TERM | BENEFITS |
|--|---------------|----------------|---------------|--|
| <u>ICICI Pru iCare</u> | 18 - 65 years | Rs 3,000 | 5-30 years | Premium paid towards the policy will be eligible for tax benefits u/s 80C of the Income Tax Act, 1961 2 |
| <u>ICICI Pru Pure Protect</u> | 18 / 65 years | Rs. 2,400 p.a. | 10 / 30 years | any benefit amount received under this policy will be eligible for the tax benefit under section 10 (10D), as per prevailing Income Tax laws |
| <u>ICICI Pru LifeGuard</u> | 18 / 65 years | Rs. 2,400 p.a. | 10 / 30 years | In case of total and permanent disability due to an accident, this rider would waive future premiums till maturity. |
| <u>ICICI Pru Home Assure</u> | 18 / 60 years | Rs. 6,000 p.a. | 2-30 years | On the death of the life assured, the benefit based on the initial loan schedule will be payable. |
| <u>ICICI Pru iAssure Single Premium</u> | 8-70 years | Rs. 20,000 | 5 or 10 years | Tax benefits u/s 10(10D) will not be available and benefits received under the policy will be taxable |
| <u>ICICI Pru Guaranteed Savings Insurance Plan</u> | 30 Years | 18,000 | 15 Years | You have a choice of paying premiums for either 7 or 10 years, while enjoying a long term savings benefit under the plan. |

SEGMENTATION

| POLICY NAME | Demographic | Socio-Economic | Geographic |
|--|----------------|------------------------------|-----------------------|
| <u>ICICI Pru iCare</u> | 18-60yrs above | Lower middle class and above | Urban and rural india |
| <u>ICICI Pru Pure Protect</u> | 18-60yrs above | Lower middle class and above | Urban and rural india |
| <u>ICICI Pru LifeGuard</u> | 18-60yrs above | Lower middle class and above | Urban and rural india |
| <u>ICICI Pru Home Assure</u> | 18-60yrs above | Upper middle class and above | urban |
| <u>ICICI Pru iAssure Single Premium</u> | 1-60yrs above | upper middle class and above | urban |
| <u>ICICI Pru Guaranteed Savings Insurance Plan</u> | 25-50yrs | Upper middle class and above | urban |

RETIREMENT PLANS

| Name | Age (At entry) | Minimum Annuity | Maximum Cover * |
|-----------------------------|----------------|-----------------|-----------------|
| ICICI Pru Immediate Annuity | 45 – 100 years | Rs 12000 | Not Defined |

- ❖ Choose a one time lump sum amount that you will pay in order to purchase this plan

Segmentation

Product is target to Service Middle Class and not for Deprived Income Group (less than Rs 90,000)

GROUP PLANS

RETIREMENT SOLUTION

- ✖ **Group Gratuity Plan**
- ✖ **Group Leave Encashment Plan**

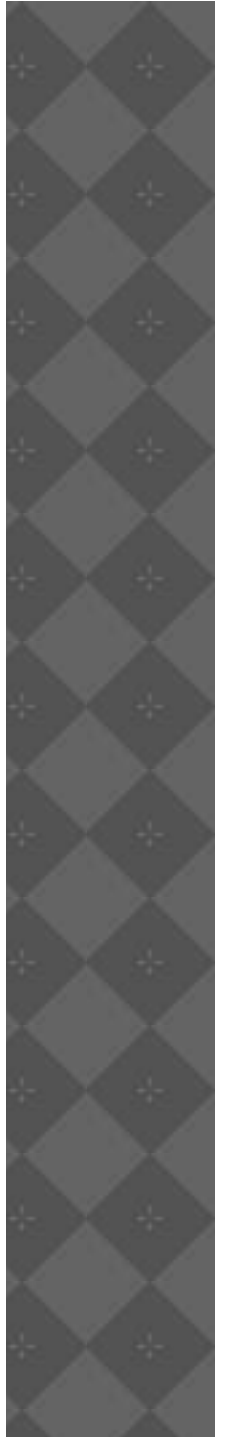
PROTECTION SOLUTION

- ✖ **Annuity Solutions**
- ✖ **Group Term Insurance Plan**
- ✖ **Credit Assure Utility**

The ICICI Prudential Edge

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

1. Their products have been developed after a clear and thorough understanding of customers' needs. It is this research that helps them develop Education plans that offer the ideal way to truly guarantee your child's education, Retirement solutions that are a hedge against inflation and they 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 their customers can access them easily and quickly



RURAL PLANS



- ✖ Underserved segment
- ✖ 2.5 million lives across as many as 16 states in India.
- ✖ Sarva Jana Suraksha and Anmol Nivesh are tailored to meet the unique requirements of rural investors.
- ✖ The plans offer Life cover, low and affordable premiums.

Flow Chart Depicting Service flow of ICICI Prudential



Customer loyalty

Communication with its existing customers regularly.
Redressal of complaints on regular basis.
Customer service and support executives and centres.
Programs for retention on continuous basis.



ICICI PRUDENTIAL-----
ZINDAGI ZEELO DUBARA

THANK YOU

