

ICICI Prudential Life Insurance launches biometric smart cards for rural customers

First of its kind service by a life insurance company in India

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ICICI Prudential Life Insurance, one of India's leading life insurance companies, launched the biometric smart cards for their rural policyholders, making it the first life insurance company in India to provide this service to its rural customers. The cards will enable policyholders carry all their policy details without the hassle of carrying policy documents for any policy related activity.

Speaking on the launch, Ms. Anita Pai, Executive Vice President, ICICI Prudential Life Insurance said, 'ICICI Prudential Life's biometric smart card service is inspired from our philosophy of innovating and introducing unique products and services to cater to customer needs. As the company is expanding and reaching out to policyholders across the nation, it is critical for us to maintain our service experience amongst customers and the biometric smart card is the apt platform to enable our rural policyholders experience our superior service quality. The card will enable us to move away from the connectivity and infrastructure barriers and provide real time solutions to policyholders in the rural segment.'

The unique biometric smart card will enable ICICI Prudential Life's rural policyholders to: Carry all policy details without any papersStore transaction detailsPay renewal premiums and service transactions (service to be launched)Help customers during the time of claim

ICICI Prudential Life Insurance has launched this unique service in partnership with Financial Information Networks Operation (FINO) and policyholders can utilise this service at various FINO Fintech access points created across India's rural areas. The biometric smart cards will be issued at no extra cost to the customer. The first set of the biometric smart cards will be handed to over ICICI Prudential Life policyholders in Andhra Pradesh's rural areas.

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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. For the first quarter ended June 30, 2007, the company garnered Rs. 987 crore of weighted retail + group new business premiums and has underwritten over 5 million policies since inception. The company has a network of over 700 offices, over 235,000 advisors; as well as 23 bank partners. It is also the only life insurer in India to be assigned AAA (Ind) credit rating from Fitch Ratings. For the past six years, ICICI Prudential has maintained its leading position amongst life insurers 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.

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'would', 'aim', 'will likely result', 'believe', 'expect', 'will continue', 'anticipate', 'estimate', 'intend', 'plan', 'contemplate', 'seek to', 'future', 'objectives', 'goals', 'project',

'should', 'will pursue', and similar expressions or variations of such expressions may constitute 'forward looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to ICICI Prudential's ability to successfully implement its strategy in the field of insurance, our growth and expansion, technological changes, investment income, cash flow projections, our exposure to market risks as well as the other risks detailed in the reports filed by ICICI Bank (joint promoters of ICICI-Prudential Life Insurance Company Limited) with the Securities and Exchange Commission of the United States. ICICI Bank undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

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