



ICICI Prudential Life eases claims settlement for families of Jammu & Kashmir flood victims

Key initiatives to ease claims settlement process:

Claims will be settled with only three basic documents:

- **Written intimation from the claimant**
- **List issued by hospitals / police / armed forces will be accepted in case a municipal death certificate is not available**
- **Copy of photo identity of the claimant**
- **24x7 ClaimCare helpline no. 1860-266-7766**
- **Claimants can write to lifeline@iciciprulife.com or visit the nearest branch to initiate the claims process**

Mumbai, 12 September 2014: ICICI Prudential Life Insurance expresses solidarity with the families of the Jammu and Kashmir flood victims and has simplified the claims settlement process.

Given the difficult conditions in the affected areas and the need to extend support at this difficult hour, the Company will initiate claims settlement on the basis of only three documents; which include a death certificate issued by the hospital/armed forces or police, a written claim intimation and a copy of the photo identity of the claimant or nominee.

The Company has a dedicated 24x7 Claimcare helpline no. 1860-266-7766 to assist claimants with information on making claims. The Company adopts an approach of 'first time right', wherein the nominee or claimant is provided with all information on documents required for the hassle free settlement of claims.

Kalpana Sampat, Chief - Customer Service & Operations, ICICI Prudential Life Insurance, said, "We share the grief of the families who have lost their loved ones in this tragedy. In this difficult hour we wish to stand by the families and support them by hassle free claims settlement. To make the settlement process quick and smooth we have 24x7 helpline and minimum documentary requirements."