



NEWS RELEASE

ICICI Prudential Life & World Wide Fund for Nature-India tie-up for a social initiative

~ Life Insurance and wildlife experts come together to protect those who protect our forests and wildlife~

~Ex-gratia funding for forest staff and their families ~

Mumbai, January 18, 2017: ICICI Prudential Life and WWF-India have joined hands to aid the protectors of India's forests and wildlife. As part of the initiative, ICICI Prudential Life will provide augmented protection to front line protection staff, (Forest Guards, Foresters and Range officers as other staff) through ex-gratia funding, in the event of their death or permanent disability while on official duty.

Exposed to life threatening dangers such as wild animal attacks, forest fires, weapon injuries inflicted by wildlife poachers, electrocution and deadly diseases such as malaria, the programme aims to provide financial security to the forest staff and their family members who are in need, in the event of an unforeseen tragedy. Such support will go a long way in ensuring enhanced focus by the frontline protection staff in strengthening protection measures in habitats of iconic and often endangered wildlife.

The program will be extended to the frontline staff of 15 forests under WWF-India's 10 priority landscapes (Assam, Arunachal Pradesh, Sikkim, West Bengal, Bihar, Uttar Pradesh, Uttarakhand, Jammu & Kashmir, Rajasthan, Madhya Pradesh, Chhattisgarh, Maharashtra, Tamil Nadu, Karnataka, Kerala) and provide support to the forest guards.

WWF-India extends support to State Forest Departments, one of its key partners, through a range of interventions, including conducting wildlife research and monitoring, managing human wildlife conflict, building capacity through training programs and providing relevant infrastructure support to improve and strengthen protection measures in important wildlife habitats.

Mr. Sandeep Bakhshi, Managing Director and CEO, ICICI Prudential Life Insurance, said *"The forest guards and other protection staff do a commendable job in protecting India's forests and wildlife. It is because of them that the ecosystem is safe. They face various challenges and risk their lives while carrying out their everyday duties. Protection is a must for every individual with responsibilities. Through our partnership with WWF, we aim to provide financial protection, in the form of ex-gratia payment to the frontline forest guards and their families."*



Mr. Ravi Singh, Secretary General & CEO, WWF-India, *“Through initiatives such as these, we strive to protect those who protect our natural world. Working in extreme conditions, frontline forest staff are in constant danger while safeguarding our country’s endangered species and wilderness areas. With this initiative, WWF-India and ICICI Prudential Life Insurance aim to motivate and aid such foot soldiers of India’s forests, whose work is beneficial to our country now and will create consequential and positive impacts for future generations. We believe that such partnerships will go a long way in helping us protect India’s natural heritage.”*

About ICICI Prudential Life Insurance

ICICI Prudential Life Insurance Company Ltd. (ICICI Prudential Life) is a joint venture between ICICI Bank Ltd. and Prudential Corporation Holdings Limited which is a part of an international financial services group headquartered in United Kingdom.

ICICI Prudential Life was amongst the first private sector insurance companies to begin operations in December 2000. The Company has maintained its leadership position, on a Retail Weighted Received Premium (RWRP) basis among private life insurers. The Company offers products across the categories of Protection, Savings and Investments that fulfill the different life stage needs of customers.

ICICI Prudential Life is the first private life insurance company to cross the Rs.1 trillion mark for Assets under Management (AUM) and as on September 30, 2016 had an AUM of ₹ 1128.27.27 billion.

ICICI Prudential Life is listed on both, The National Stock Exchange (NSE) and The Bombay Stock Exchange (BSE).

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 Life’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.



About WWF India

WWF-India is the country's largest conservation organization engaged in wildlife protection and environment preservation since 1969. Part of the WWF-International network which has offices in more than 100 countries across the globe, WWF-India has a national presence in the country with over 60 state and field offices distributed across more than 20 states. The organisation works in different geographical regions of the country towards the conservation of key wildlife species, protection of habitats, management of rivers, wetlands and their ecosystems, aiding climate change adaptation, providing sustainable livelihood alternatives for local communities, reducing industrial water and carbon footprint, combating illegal wildlife trade and imparting environment education to the student and teacher community.

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