August 12, 2026

General Manager
Listing Department
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Vice President
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza',
Bandra-Kurla Complex,
Bandra (East), Mumbai 400 051

Dear Sir/Madam,

Scrip Code: Equity (BSE: 540133/NSE: ICICIPRULI) Debt (NSE: ICPR34, ICPR35)

Subject: Disclosures under Regulation 30 and 51 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations")

We refer to our intimations dated May 17, 2026 and July 6, 2026.

Pursuant to Regulation 30 and 51 of the Listing Regulations, we submit that the Company has, today, at 5:15 PM IST entered into a transitional agreement with Prudential IP Services Limited ("PIP") which amends the trade marks and names license agreement dated September 26, 2014 entered into between the Company and PIP, and sets out the timelines and terms and conditions for the (i) continued usage of 'Prudential' marks by the Company in connection with the rebranding of the Company; and (ii) rebranding of the Company including removal of 'Prudential' marks from its company name.

Please find enclosed the requisite details as per Regulation 30 and 51 read with Clause 5 of Paragraph A and Paragraph B of Part A of Schedule III of the Listing Regulations and SEBI Master Circular dated January 30, 2026, in **Annexure A**.

Kindly take the above information on records.

Yours sincerely,

For ICICI Prudential Life Insurance Company Limited

NAIR PRIYA SRIKUMAR
Digitally signed by NAIR PRIYA SRIKUMAR
Date: 2026.08.12 18:48:22 +05'30'

Priya Nair
Company Secretary
ACS 17769

CC: Axis Trustee Services Limited

ICICI PRUDENTIAL LIFE INSURANCE

Annexure A

Sr. No.	Particulars	Details
1.	Name(s) of parties with whom the agreement is entered;	Transitional agreement (the Agreement) has been executed by and between ICICI Prudential Life Insurance Company Limited ('the Company') and Prudential IP Services Limited ('PIP')
2.	Purpose of entering into the agreement;	The Agreement amends the trade marks and names license agreement dated September 26, 2014 entered into between the Company and PIP, and sets out the timelines and terms and conditions for the (i) continued usage of 'Prudential' marks by the Company in its company name and domain names in connection with the rebranding of the Company; and (ii) the rebranding of the Company including removal of the 'Prudential' marks from its name.
3.	Size of Agreement	Not applicable
4.	Shareholding, if any, in the entity with whom the agreement is executed;	Nil.
5.	Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc.;	Please refer to Sr. No. 2 above.
6.	Whether the said parties are related to promoter/promoter group/ group companies in any manner. If yes, nature of relationship;	The Company and PIP are not related parties. PIP is a subsidiary of Prudential plc, the ultimate holding company of Prudential Corporation Holdings Limited, a promoter of the Company.
7.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length"	No
8.	In case of issuance of shares to the parties, details of issue price, class of shares issued.	Not applicable.
9.	In case of loan agreements, details of lender/borrower, nature of the loan, total amount of loan granted/taken, total amount outstanding, date of execution of the loan agreement/sanction letter, details of the security provided to the lenders / by the borrowers for such loan or in	Not applicable

Sr. No.	Particulars	Details
	case outstanding loans lent to a party or borrowed from a party become material on a cumulative basis;	
10.	Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc.;	Not applicable.
11.	In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s): a) name of parties to the agreement; b) nature of the agreement; c) date of execution of the agreement; d) details of amendment and impact thereof or reasons of termination and impact thereof.	Pursuant to the terms of the transitional agreement, the trademarks and names license agreement dated September 26, 2014 stands amended. The required details are as mentioned below: a) The Company and PIP. b) Trademarks and names license agreement. c) The date of execution of the original agreement was September 26, 2014 and the date of execution of the amended agreement is August 12, 2026. d) Please refer to Sr. No. 2 above.