

ICICI Prudential Growth Fund - Series 4

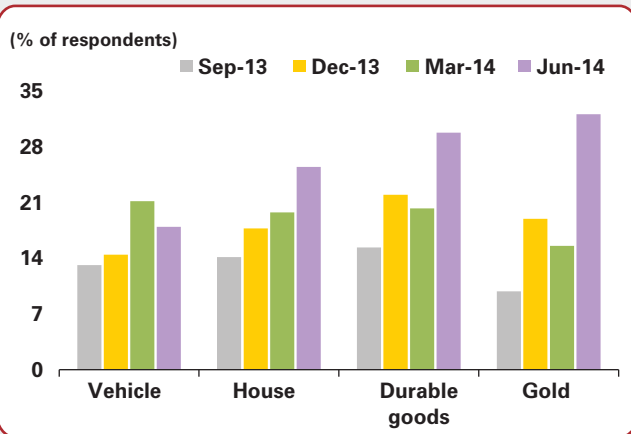


TARAKKI KAREIN!

NFO Period: October 13, 2014 to October 27, 2014

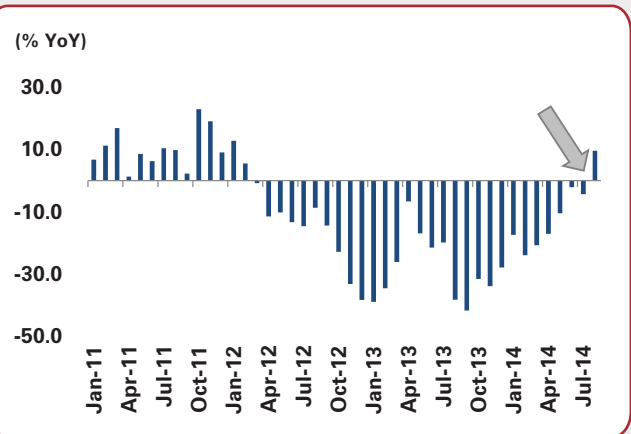
Economy has turned the corner and is possibly out of the low growth-high inflation cycle. The macro trend so far in the first quarter of FY15 has been encouraging with key macro indicators like Current Account Deficit (CAD), Balance of Payment (BOP), Inflation and Foreign Institutional Investor (FII) flows showing improvements. Further, decline in crude oil prices and lower than expected deficiency in monsoon is also positive for the economy. Also, improvement in industrial production numbers, auto sales growth, durables loan growth and diesel consumption ticking up are all signs of improved sentiments. With sentiments improving, demand is expected to pick-up, which is likely to boost revenue growth and profitability of various companies.

Consumer Confidence level improving



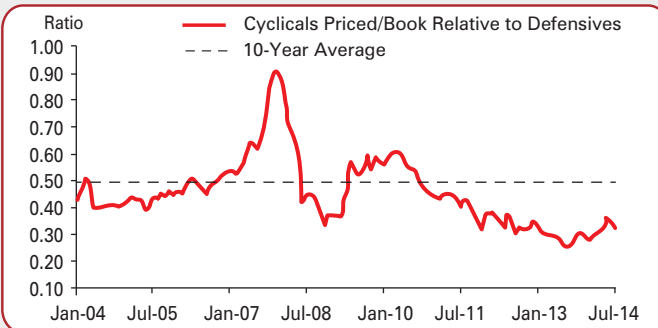
Source: IDFC Securities Ltd.; MHCV – Medium and Heavy Commercial Vehicles

MHCV cycle turning after 30 months



Opportunity for investors in current equity markets:

Domestic Cyclicals

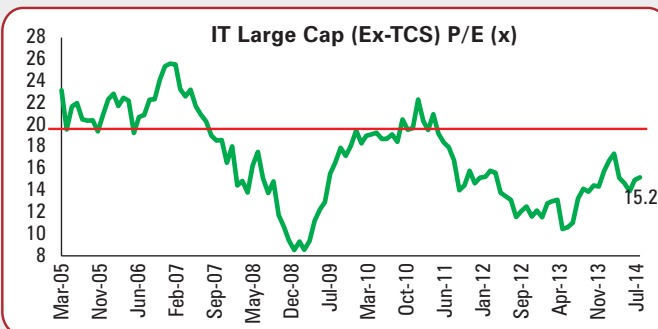


Source: Macquarie Securities

Automobiles: Automobile Sector generally derive 60-70% of their Business Fundamentals and variables from India. Last Few Years, passenger car growth in the four wheeler category has been around 0-1% against long term average of around 10-12%.

Banking: Banking sector gives investor an opportunity to participate in all sections of the economy. Most large banks are trading below long term average valuations and have significant valuation upside potential.

Information Technology



IT sector is poised gain from the overall global recovery and growth in demand along with stability in INR.

IT companies have one of the good Corporate Governance Structure with companies having healthy balance sheets and Low Debt.

Excluding TCS the entire sector today is below its long term average valuations.

Source: Motilal Oswal Securities Ltd; PE – Price to Earnings

Introducing ICICI Prudential Growth Fund – Series 4

ICICI Prudential Growth Fund - Series 4 ("the Scheme") is a 3.5 year close ended equity scheme that aims to identify primary theme that is likely to outperform in the current market cycle and a secondary theme/sector based on top down/bottom-up analysis.

The fund aims to provide long-term capital appreciation by:

- Investing in around 15 high conviction large-cap stocks and 10 high conviction mid/small cap stocks[§].
- Aiming to identify out-performers on absolute basis over medium term.
- Declaring commensurate dividends[#].

§ The number of stocks provided is to explain the investment philosophy and the actual number may go up or down depending on then prevailing market conditions at the time of investment

Dividends will be declared subject to availability of distributable surplus and approval from Trustees.

Scheme Features

Type of scheme	A Close ended equity scheme
Tenure	1279 Days
Investment Objective	The investment objective of the Scheme is to provide capital appreciation by investing in a well-diversified portfolio of equity and equity related securities. However, there can be no assurance that the investment objective of the Scheme will be realized.
NFO Date	October 13, 2014 to October 27, 2014
Options	Direct Plan – Dividend Payout Option • Regular Plan – Dividend Payout Option
Minimum Application Amount	Rs.5,000 (plus in multiple of Rs.10)
Entry & Exit Load	Not Applicable
Benchmark Index	CNX Nifty Index
Fund Manager**	Yogesh Bhatt and Vinay Sharma

** Mr. Ashwin Jain for investment in ADR/GDR/ Foreign securities

This product is suitable for investors who are seeking*:

- Long term wealth creation solution
- A close ended diversified equity fund that aims to provide capital appreciation by investing in equity and equity related instruments.

 **HIGH RISK (BROWN)**

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Note: Risk may be represented as:



(BLUE) investors understand that their principal will be at low risk



(YELLOW) investors understand that their principal will be at medium risk



(BROWN) investors understand that their principal will be at high risk

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

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The AMC (including its affiliates), the Mutual Fund, the trust and any of its officers, directors, personnel and employees, shall not liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner. Further, the information contained herein should not be construed as forecast or promise. The recipient alone shall be fully responsible/are liable for any decision taken on this material.

The sector(s) mentioned do not constitute any recommendation of the same and ICICI Prudential Mutual Fund may or may not have any future position in these sector(s). Past performance may or may not be sustained in the future. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information document of the scheme. Please refer to the SID for investment pattern, strategy and risk factors

Investors are advised to consult their own legal, tax and financial advisors to determine possible tax, legal and other financial implication or consequence of subscribing to the units of ICICI Prudential Mutual Fund.

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