

ICICI Prudential Asset Management Company Ltd. files launch documents for BHARAT 22 ETF (An open-ended Exchange Traded Fund investing in the constituents of S&P BSE Bharat 22 Index)

Highlights:

- The NFO is a part of disinvestment program announced by the Department of Investment and Public Asset Management (DIPAM), Ministry of Finance, Government of India.
- NFO Period - The NFO for Anchor investors is on November 14, 2017 and Non – Anchor shall be between November 15, 2017 and November 17, 2017.
- To raise an initial amount of Rs 8,000 crores plus Additional Amount (if any).
- Allotment Percentages for each Category of Investors -
 - Anchor Investors – 25%
 - Non-Anchor Investors
 - Retail Individual Investors - 25%
 - Retirement Funds - 25%
 - QIB and NII - 25%
- Investors across all categories to get 3% upfront discount of the Reference Market Price.

Mumbai, October 27, 2017: ICICI Prudential Asset Management Company Ltd. today filed the launch documents for BHARAT 22 ETF – New Fund Offer (NFO). This exchange traded fund (ETF) mirrors the S&P BSE Bharat 22 Index which comprises of select companies from the CPSE universe, stakes held under the Specified Undertaking of the Unit Trust of India (SUUTI) and public sector banks (PSBs).

The BHARAT 22 ETF initiative is a part of Government of India's overall disinvestment program, announced earlier by the Department of Investment and Public Asset Management (DIPAM), Ministry of Finance, Government of India.

ICICI Prudential Asset Management Company proposes to raise an initial amount of Rs. 8,000 crores plus Additional Amount (if any).

According to Shri Neeraj Kumar Gupta, Secretary, Department of Investment and Public Asset Management (DIPAM), Ministry of Finance, Government of India, "The BHARAT 22 ETF is an excellent avenue for investors to participate in some of the best companies with high future growth potential. The ETF is well diversified with investments across six core sectors – basic materials, energy, finance, FMCG, industrials, and utilities. It offers good opportunity and prospects for investors and we are confident of an overwhelming response to this NFO."

"We are pleased to announce the filing of launch documents of BHARAT 22 ETF. We believe the ETF offers an attractive long term investment opportunity to partake in the India growth story by way of a diversified blend of companies spread across several

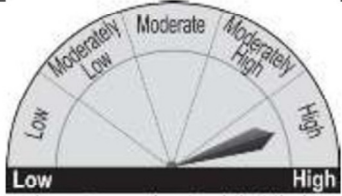
sectors and are available at attractive valuation and a good subscription discount,” said Nimesh Shah, MD & CEO, ICICI Prudential Asset Management Company Ltd.

The NFO is open for all categories of investors including Anchor Investors, Retail Individual Investors, Retirement Funds, QIBs and Non-institutional investors.

As part of the NFO, an upfront discount of 3% is being offered to all categories of investors.

- End -

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This Product is suitable for investors who are seeking*:	Riskometer
<ul style="list-style-type: none"> • Long term wealth creation • An Exchange Traded Fund that aims to provide returns that closely correspond to the returns provided by S&P BSE Bharat 22 Index, subject to tracking error. 	 <p>Investors understand that their principal will be at high risk</p>
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	

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

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exchange rates, equity prices or other rates or prices, the performance of the financial markets in India and globally, changes in domestic and foreign laws, regulations and taxes and changes in competition in the industry. All data/information used in the preparation of this material is dated and may or may not be relevant any time after the issuance of this material. The AMC takes no responsibility of updating any data/information in this material from time to time. The AMC (including its affiliates), the Fund 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. The recipient alone shall be fully responsible/are liable for any decision taken on the basis of this material.

About ICICI Prudential AMC:

ICICI Prudential Asset Management Company Ltd. (IPAMC) is a joint venture between ICICI Bank, a leading and trusted name in financial services in India and Prudential Plc, one of United Kingdom's largest players in the financial services sector. The company has forged a position of preeminence in the Indian Mutual Fund industry. It is one of the leading Asset Management Company's contributing significantly towards the development of the Indian Investor and the growth of the Indian mutual fund industry.

From a well - diversified range of investment solutions that cater to all its investors needs to various facilities and services to make investing simpler, ICICI Prudential AMC is always looking to create long-term wealth and value for investors through innovation, consistency and sustained risk adjusted performance. Today, the organization is a mix of investment expertise, resource bandwidth & process orientation. It is always looking to take an extra step to simplify its investor's journey to meet their financial goals, while ensuring that it maintains pace with rapidly changing technologies.