

ICICI Prudential Growth Fund - Series 5

NFO Period: December 01, 2014 to December 15, 2014



The economic outlook for India remains buoyant. Economic indicators are improving after a long time, inflation and inflationary expectations are low and the government is looking to accelerate economic growth through reforms and policy execution.

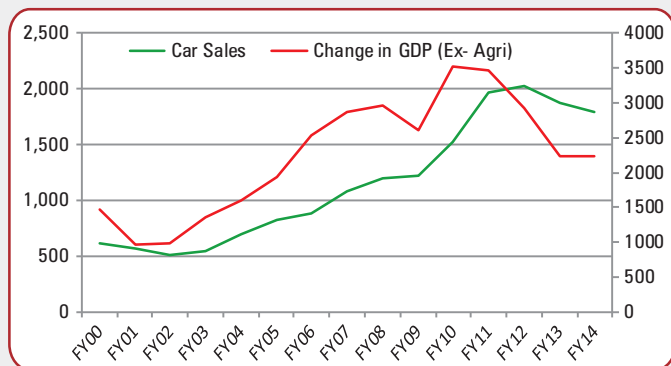
International commodity prices (oil & coal) are down which bodes well for India's economic growth ahead. India being net importer of commodities, the recent correction in commodity prices will help tame down the twin deficits and inflation.

Further, the government has already initiated a slew of reforms like deregulation of diesel prices, ordinance to resolve the coal sector issues, austerity measures to trim the fiscal deficit, including 10% cut in non-plan expenditure, easing of foreign direct investment (FDI) policy norms in construction and real estate sector, labour reforms and dedicated website for the government's financial inclusion scheme, Pradhan Mantri Jan Dhan Yojna (PMJDY).

Although markets are at all-time high, the reforms initiated by the government and any positive trigger in the future may lead to a sustained bull run in the markets. Hence, there lies an opportunity for investment in equities from a long term perspective.

Opportunity for investors in current equity markets:

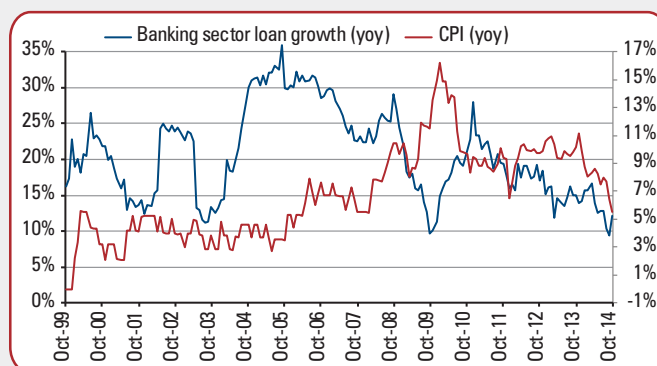
Domestic Cyclical



Source: IDFC Securities; Past trend may or may not be sustained in future

Car volumes and Gross Domestic Product (GDP) show a high correlation.

With early signs of an economic turnaround, Indian automobile sector is expected to turn the corner as the recovery gathers pace.



Source: UBS Securities; Past trend may or may not be sustained in future

Inflation and Banking sector loan growth shows negative correlation.

With inflation expected to ease further, banking sector is likely to witness healthy growth in the coming years.

Exports Theme

Global recovery is likely to boost exports. Improved demand from developed countries is positive for Indian exports. Increased outsourcing demand from US and Europe and few emerging markets is likely to be beneficial for the export oriented companies in India. The Scheme can consider adding exposure to select pharmaceuticals and Information Technology (IT) stocks considering reasonable valuations.

Introducing ICICI Prudential Growth Fund – Series 5

ICICI Prudential Growth Fund - Series 5 ("the Scheme") 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 Scheme aims to:

- Invest in around 15 high conviction large-cap stocks[#].
- Invest in 10 high conviction mid/small cap stocks with bottom up approach[#].
- Declare 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	December 01, 2014 to December 15, 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. Shalya Shah 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

Distributed by:

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.