

ICICI Prudential Growth Fund Series 5

NFO Period: 1st Dec to 15th Dec 2014

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:

	<i>(BLUE) investors understand that their principal will be at low risk</i>		<i>(YELLOW) investors understand that their principal will be at medium risk</i>		<i>(BROWN) investors understand that their principal will be at high risk</i>
---	---	---	--	---	---

Equities - Case for investing



- **Stable Pro-growth Government:** To Pursue key reforms which will boost economic outlook.
- **Current Account Deficit (CAD) :** Has declined to 1.7% of GDP in FY14 from over 4% levels. We expect CAD to remain moderated at sub-2.5% levels.
- **Fiscal consolidation :** Government has set a target of 3% Fiscal Deficit by FY17, from 4.5% currently.
- **Inflation :** Inflation is now in comfort zone and RBI is set to achieve its target.
- **Currency :** Is likely to remain stable given Government's commitment to reduce inflation, fiscal deficit and CAD along with continuing foreign capital and portfolio inflows.
- **Real Growth :** Expected to pick up from 4.7% currently.



Presenting ICICI Prudential Growth Fund – Series 5

ICICI Prudential Growth Fund – Series 5



About the fund

A 3.5 years close ended equity fund 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:

- 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*.

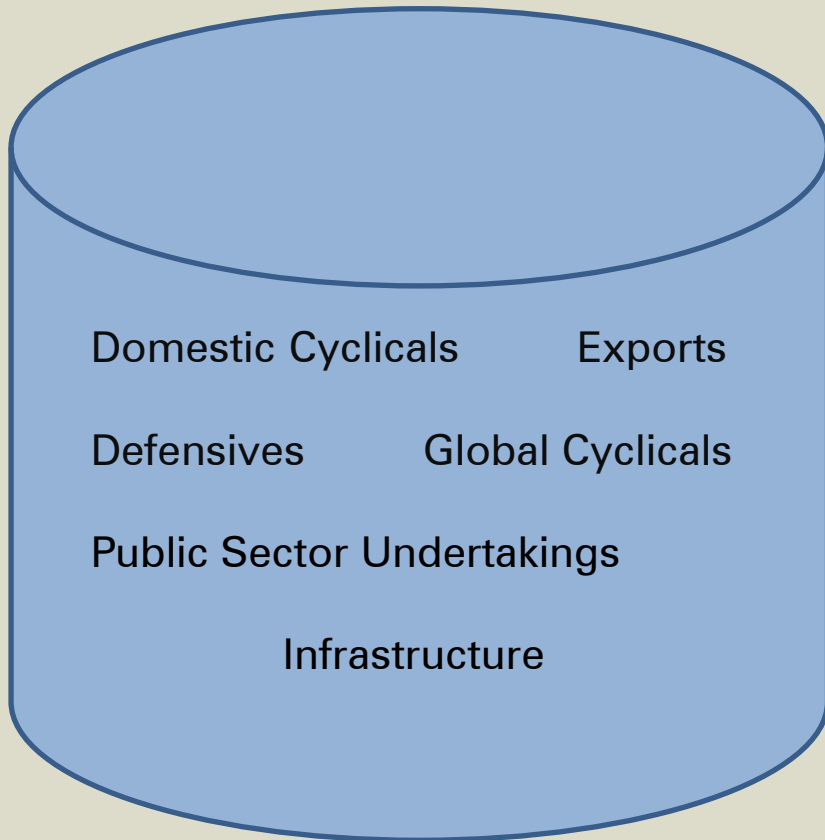
*Dividends will be declared subject to availability of distributable surplus and approval from Trustees

#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

Themes



Indicative themes



Current Theme

Primary Theme



Secondary Theme



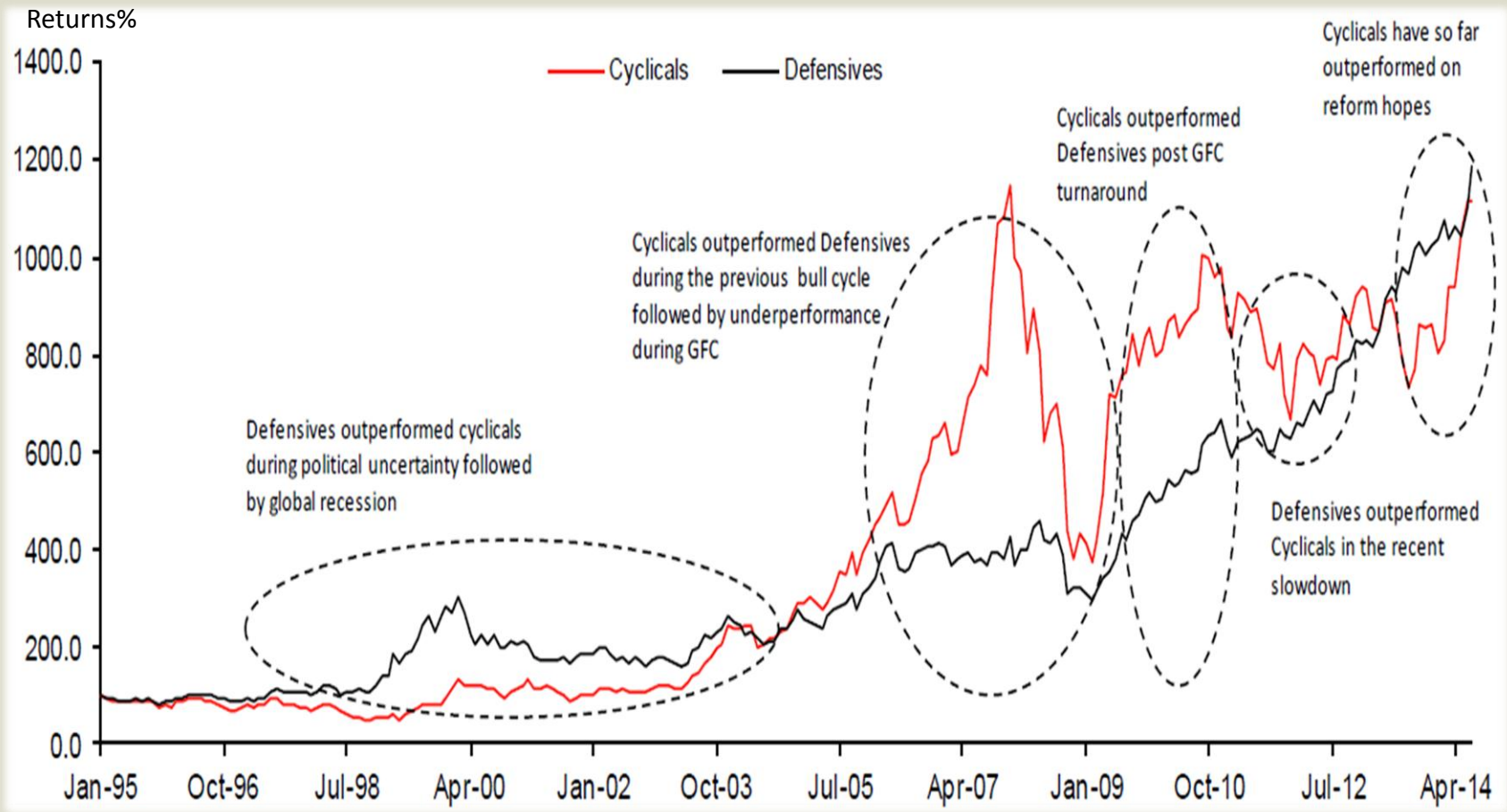
Current theme refers to the theme that the Scheme can invest post NFO closure

Current Opportunity - Domestic Cyclicals



- A turnaround in macro indicators and good electoral mandate has led to favourable outlook on domestic recovery/reform plays.
- Domestic cyclicals have underperformed over the past few years.
- Going forward, investors may seek to switch investments towards domestic cyclical sectors amidst good case for economy recovery.

Cyclicals outperform during boom

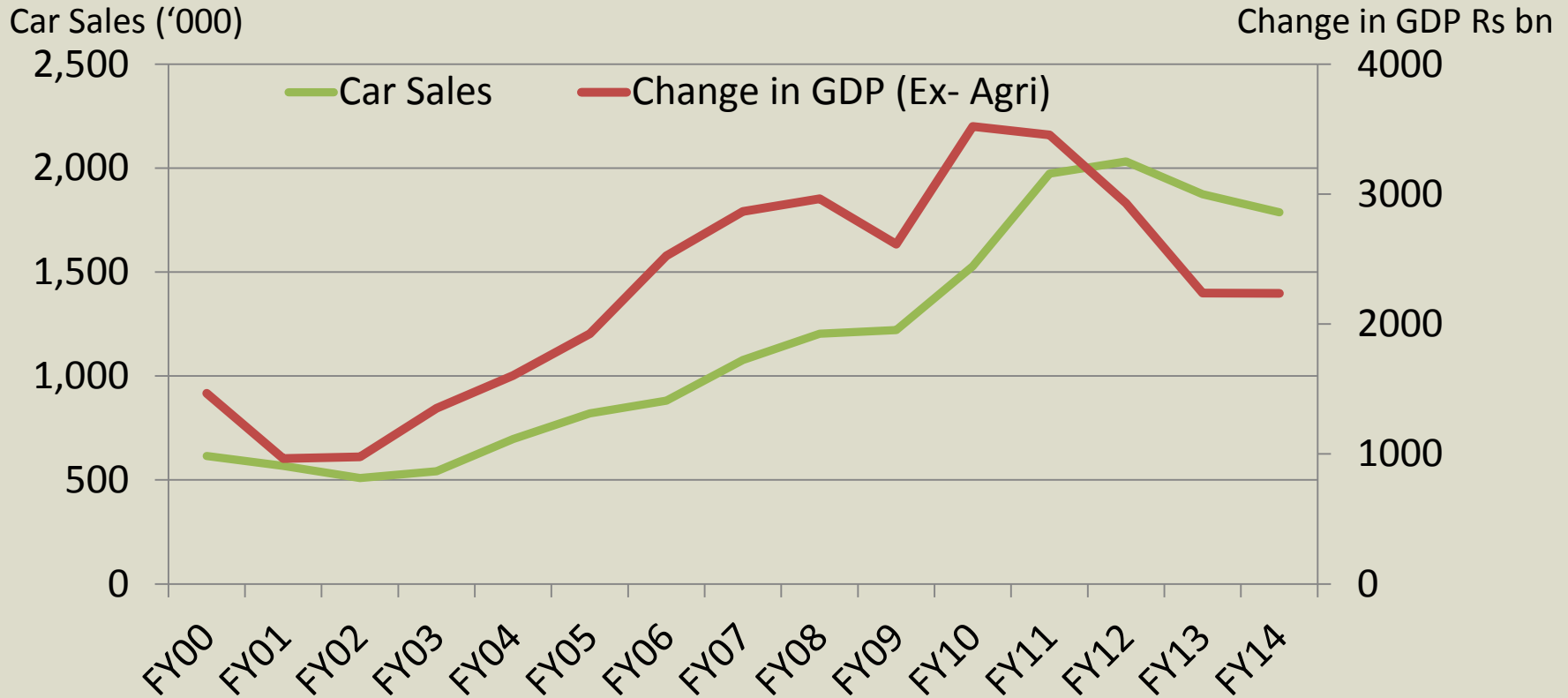


Automobiles



- Automobile Sector generally derive 60-70% of their Business Fundamentals and variables from India.
- 4 wheeler Manufacturing companies more preferred as consumer discretionary spending is expected to go up with improvement in economic conditions
- Last few years, passenger car growth in the four wheeler category has been around 0-1% against long term average of around 10-12%.
- Auto Majors have important new product Launches in all segments (Small Car/SUV/Sedan) lined up.

Car Sales and GDP Growth



Car volumes and GDP show a high correlation.

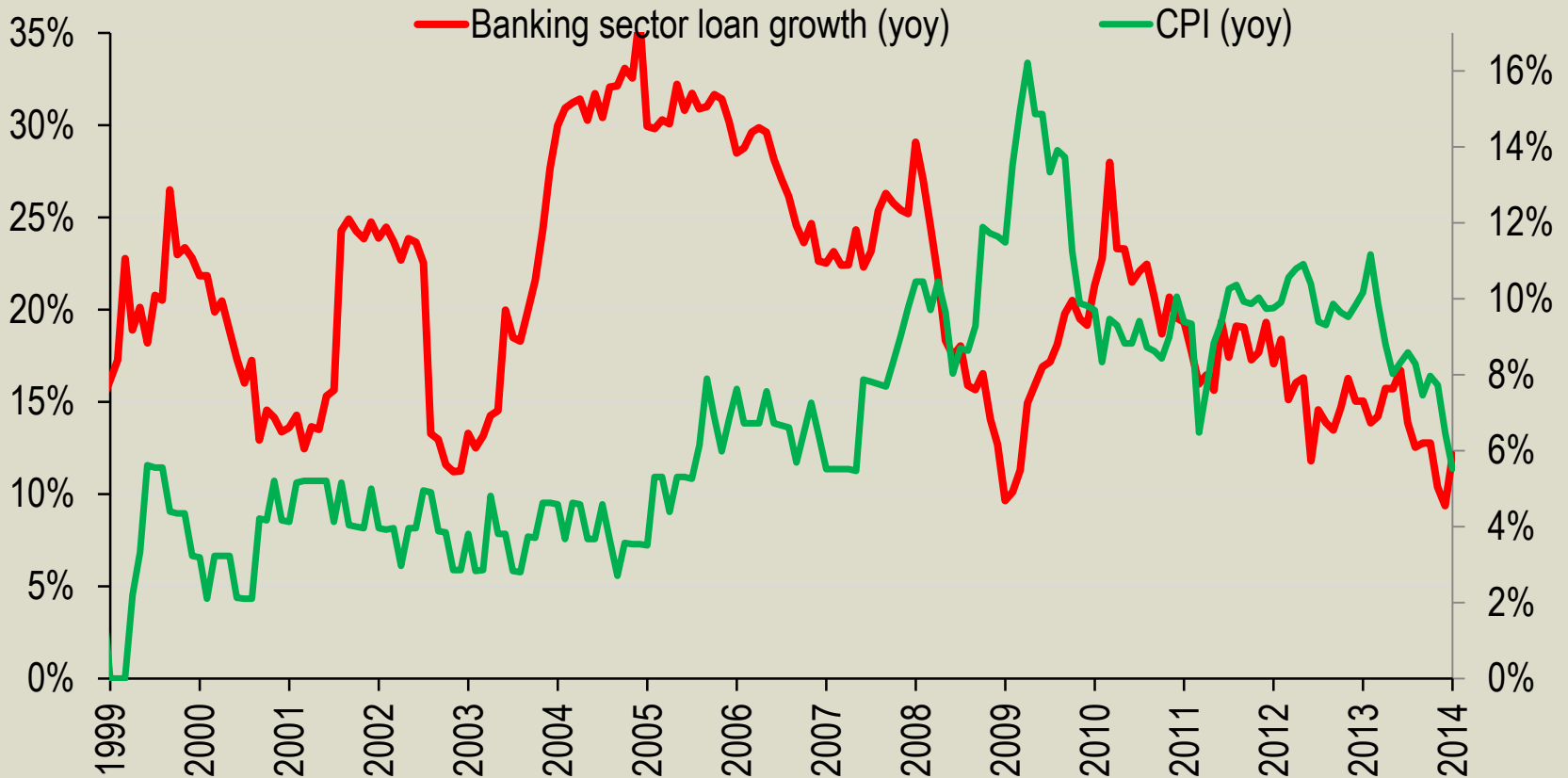
With early signs of an economic turnaround, Indian automobile sector is expected to turn the corner as the recovery gathers pace.

Banks & Financial Services



- Banking is a play on the overall economy.
- Asset quality cycle expected to improve going ahead.
- Banking sector gives investor an opportunity to participate in all sections of the economy- Manufacturing, Services, Trading, Agriculture.
- Most large banks are trading below long term average valuations and have valuation upside potential.
- Private sector Banks preferred as they are better poised to gain market share and have better Asset quality.

Inflation and Banking sector Loan Growth



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.

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

Exports Theme



Auto and Auto components: Global major companies looking to make India their manufacturing Hub

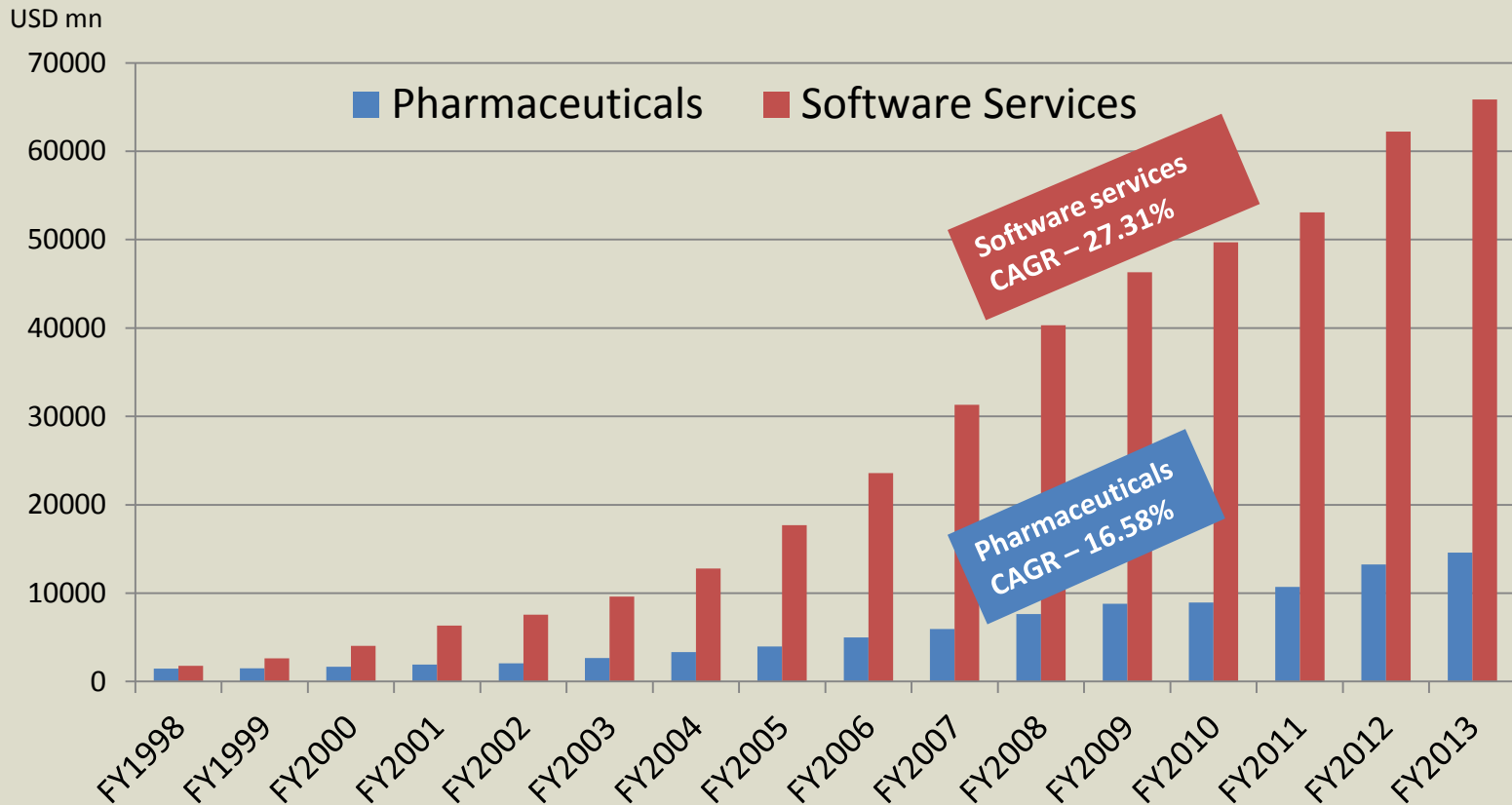
Pharmaceuticals: Contract research, contract manufacturing, R&D – India gaining more presence in the global map

Service Exports: India's dominance well acknowledged globally. Technology based innovation and use of technology to reduce costs, improve efficiency and differentiate themselves from others is increasingly being practiced by global corporations

Textile, Leather and Electronics: Rupee depreciation has lead to Indian exports becoming more competitive vis a vis China's exports.

Agriculture - less flexible, but steady: Almost all costs are effectively rupee-denominated; a decline in the currency can give cost advantage to Indian farmers

Export growth in Pharma and Software



Export growth of software and pharmaceuticals has increased at an incredible rate over the last 15 years.

Scheme Features



Type of scheme	A Close ended equity scheme
Investment Objective	<p>The investment objective of the Scheme is to provide capital appreciation by investing in a well-diversified portfolio of equity and equity related securities.</p> <p>However, there can be no assurance that the investment objective of the Scheme will be realized.</p>
Options	Direct Plan – Dividend payout Option Regular Plan – Dividend payout Option
Minimum Application Amt.	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



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

In the preparation of the material contained in this document, the AMC has used information that is publicly available, including information developed in-house. Some of the material used in the document may have been obtained from members/persons other than the AMC and/or its affiliates and which may have been made available to the AMC and/or to its affiliates. Information gathered and material used in this document is believed to be from reliable sources. The AMC however does not warrant the accuracy, reasonableness and / or completeness of any information. We have included statements / opinions / recommendations in this document, which contain words, or phrases such as “will”, “expect”, “should”, “believe” and similar expressions or variations of such expressions, that are “forward looking statements”. Actual results may differ materially from those suggested by the forward looking statements due to risk or uncertainties associated with our expectations with respect to, but not limited to, exposure to market risks, general economic and political conditions in India and other countries globally, which have an impact on our services and / or investments, the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc.

The AMC (including its affiliates), the Mutual Fund, the trust and any of its officers, directors, personnel and employees, shall not be 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.

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.

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