

# ICICI Prudential Growth Fund - Series 7

NFO Period: January 05, 2015 to January 19, 2015

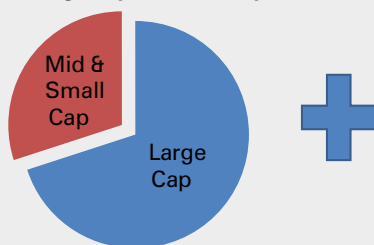


Growth dynamics appear to have bottomed out. Global developments of softer crude oil prices and commodity prices and the concurrent drop in the retail inflation (especially food) are likely positive factors that can support a pick-up in overall growth. Much of the future growth dynamics will depend on the continuation of the government's efforts to address the revival of the investment cycle.

Current market cycle may reach its peak when the industrial production and credit growth reaches double digit growth and government revenue deficit is low. Taking note of these factors, we believe we are away from the peak of the bull cycle. Hence, it is important for investors to stay invested in the equity market. However, in current market also, we may witness few short term corrections. To capitalize on such up and down market movements, we are introducing **ICICI Prudential Growth Fund – Series 7**.

## Investment Approach:

**80-100% - Top 20 stock ideas (10 large cap+ 10 midcap)#**



**0-20% - Options (Actively managed)**

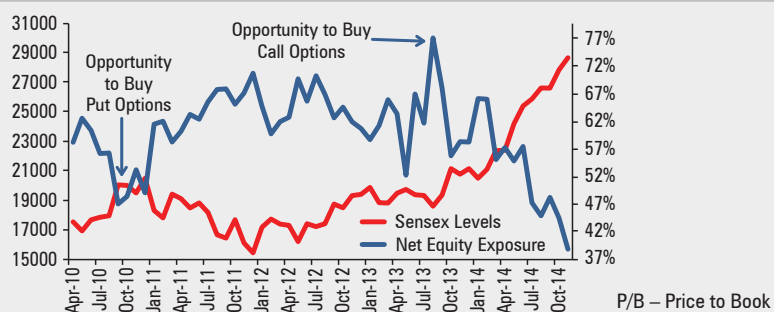
- 0-20% of the assets may be invested in call or put options.
- Call options or put options may be used depending upon the market valuations.

- The fund will invest 80 to 100% of the net assets in equity.
- Upto 20% of the net assets may be invested in call or put options depending upon the market valuations.

#The number of stocks and percentages 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.

The Scheme is permitted to invest in equity and equity related securities including derivatives like futures and options. Depending on prevailing market conditions at the time of investment and considering the investment opportunities available, the Scheme may also invest in derivatives/options. For details on risk factors associated with derivatives investments, please read Scheme Information Document carefully.

## Benefiting from our in-house Price to Book model



- The exposure to options shall not exceed 20% of the net assets.
- The fund may buy call or put options depending upon the market valuations and prevailing market conditions.

## Investment Theme for Equity

### Cyclical Recovery

- Banking & Financials
- Automobiles

### Reform Led

- Goods & Services Tax
- Foreign Direct Investment

### Exports

- Auto Ancillaries
- Pharmaceuticals
- IT

The fund will aim to provide capital appreciation by:

- Investing in around 10 high conviction large-cap stocks<sup>#</sup>.
- Investing in 10 high conviction mid/small cap stocks with bottom up approach<sup>#</sup>.
- Being sector agnostic.
- Declaring commensurate dividends\*.

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

<sup>#</sup> 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.

## Scheme Features

<b>Type of scheme</b>	A Close ended equity scheme
<b>Tenure</b>	1281 Days
<b>Investment Objective</b>	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.
<b>NFO Date</b>	January 05, 2015 to January 19, 2015
<b>Options</b>	Direct Plan – Dividend Payout Option • Regular Plan – Dividend Payout Option
<b>Minimum Application Amount</b>	Rs. 5,000 (plus in multiple of Rs.10)
<b>Entry &amp; Exit Load</b>	Not Applicable
<b>Benchmark Index</b>	CNX Nifty Index
<b>Fund Manager**</b>	Manish Gunwani and Venkatesh Sanjeevi

\*\* 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.**