

ICICI Prudential Value Fund – Series 17

A closed-ended equity fund

The information herein is solely for private circulation and for reading/understanding of registered Advisors / Distributors and should not be circulated to investors/prospective investors



About the ICICI Prudential Value Fund – Series 17 (the scheme)

- Tenure : 1,300 days i.e. ~3.5 years
- NFO period : August 29, 2017 to September 12, 2017
- Fund Manager*: Sankaran Naren and Ihab Dalwai
- Plans/Options : ICICI Prudential Value Fund - Series 17 & ICICI Prudential Value Fund - Series 17 - Direct Plan } (Cumulative & Dividend Payout)
- Benchmark : S&P BSE 500 Index

*ADR/GDR exposure will be managed by Priyanka Khandelwal

Portfolio Composition

The scheme shall have a Multicap approach where it will predominantly invest in large-cap stocks and also opportunistically invest in mid- and small-cap stocks.

The scheme will invest in the following theme:

Infrastructure sector	Corporate Banks	Quality Stocks
<ul style="list-style-type: none">• Affordable Housing• Govt. Initiatives - 100 Smart cities & Digital India• UDAY* Scheme – Financial revival of Power Distribution companies	<ul style="list-style-type: none">• Increasing Presence in Rural & Semi-urban markets• Advent of United Payment Interface• Pradhan Mantri Jan Dhan Yojna• Game-changing Electronic payments	<ul style="list-style-type: none">• Return on Equity• Debt to Equity Ratio• Average change in Profit After Tax (PAT) in last 3 financial years• Decent trading volume• Reasonable free float market capitalisation

*Ujwal DISCOM Assurance Yojana

Why Invest Now?

Market view:

- Cyclical lows witnessed in credit growth, earnings growth, inflation and capacity utilisation indicate that the equity market is still in mid-cycle
- Pro-growth policy reforms such as Goods and Services Tax (GST), infrastructure thrust and financial inclusion can lead to economy revival
- Political stability may lead to policy continuity well beyond 2019 making Indian market an attractive destination for investment
- We remain overweight on equities at this point of time.

We believe, an earnings upgrade cycle is critical for the current valuations to sustain and the expected up-move in the equity market could be accompanied by intermittent volatility owing to uncertainty of global events.

How Will We Manage Volatility?

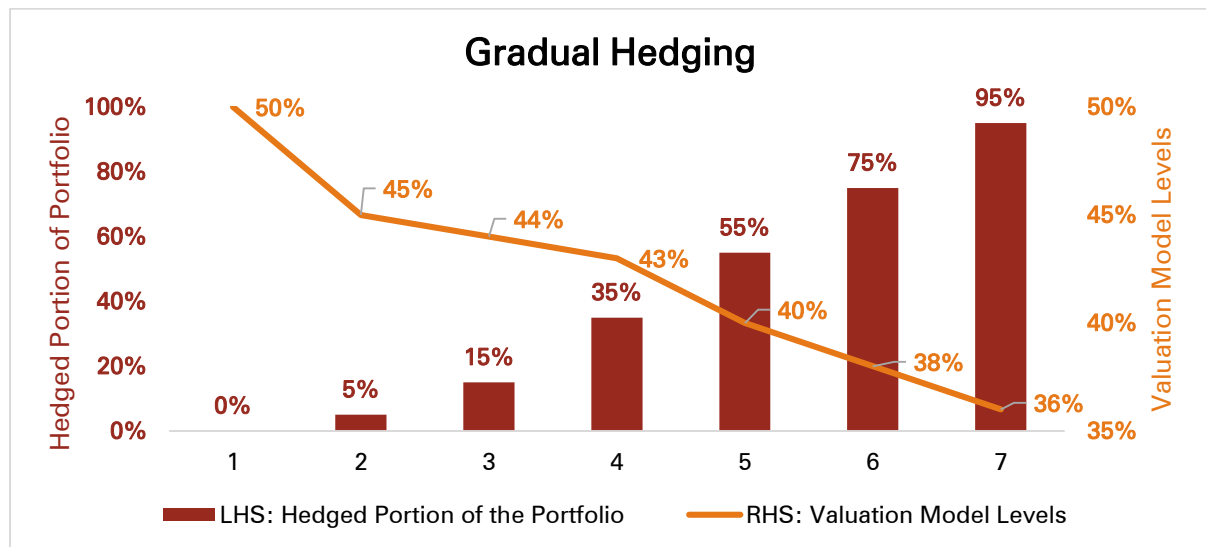
When we started with the Value Series, we predominantly focused on “buying low”. Now that the market has moved up, our endeavour is to “sell high” by gradually hedging through derivatives with an aim to limit the downside.

The scheme aims to capture upside opportunities in the equity market and limit downside risk through derivative strategy by gradually hedging the portfolio.

Sell High – Hedging Strategy

Gradual Hedging

- As the market valuations rise, the scheme aims to gradually hedge a part of its portfolio. This can be done by buying put options.
- As market valuations increase, exposure to put options can be increased with the aim of limiting downside risk.



The above graph and table is for illustration purpose. The asset allocation and investment strategy shall be as per the scheme information document.

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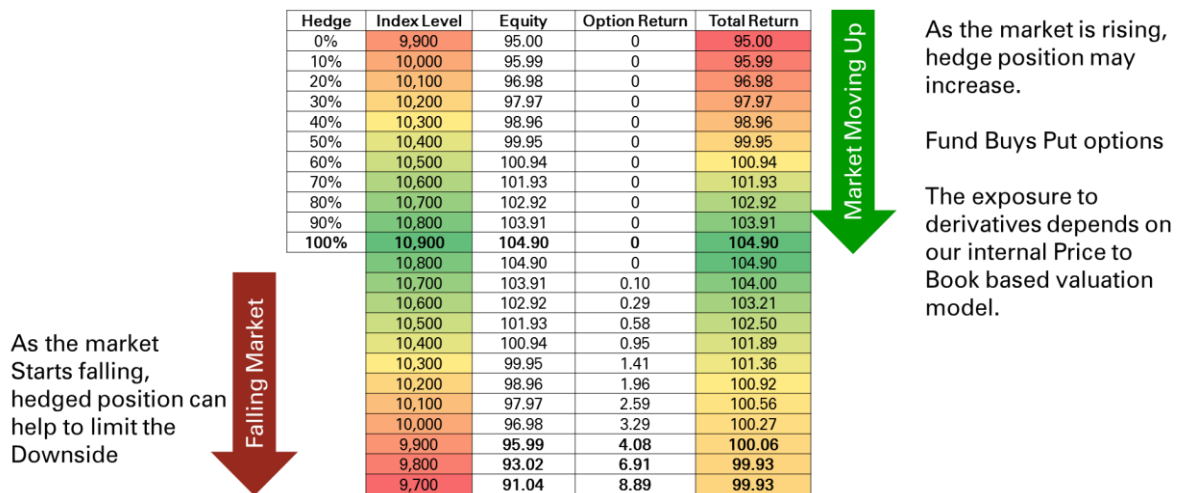
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Simulation – Hedging The Portfolio (Only for Illustration)

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Target Audience

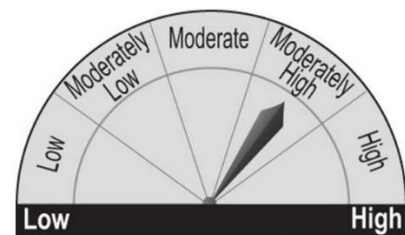
This Fund is suitable for investors who wish to invest in the equity markets at the current stage with the aim of capturing upside in the market with limited downside risk.

Riskometer & Disclaimer

ICICI Prudential Value Fund – Series 17 is suitable for investors who are seeking:*

- ❑ Long term wealth creation
- ❑ A close-ended equity fund that aims to provide capital appreciation by investing in well-diversified portfolio of stocks through fundamental analysis.

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



Investors understand that their principal will be at moderately high risk

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

The asset allocation and investment strategies will be as per Scheme Information Document of the Scheme. In the preparation of the material contained in this document, the AMC has used information that is publicly available, including information developed in-house. The sector(s)/stock(s) mentioned in this presentation 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)/stock(s). Information gathered and material used in this document is believed to be from reliable sources. ICICI Prudential Mutual Fund (Fund) however does not warrant the accuracy, reasonableness and/or completeness of any information. For data reference to any third party in this material no such party will assume any liability for the same. All recipients of this material should before dealing and or transacting in any of the products referred to in this material make their own investigation, seek appropriate professional advice and carefully read the scheme information document. We have included statements 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

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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, 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.