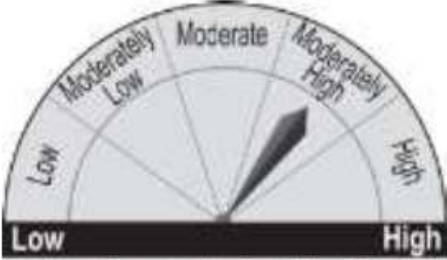


ICICI Prudential Value Fund - Series 11

NFO Period – 10th Jan 2017 – 24th Jan 2017

Benchmark – S&P BSE 500 Index

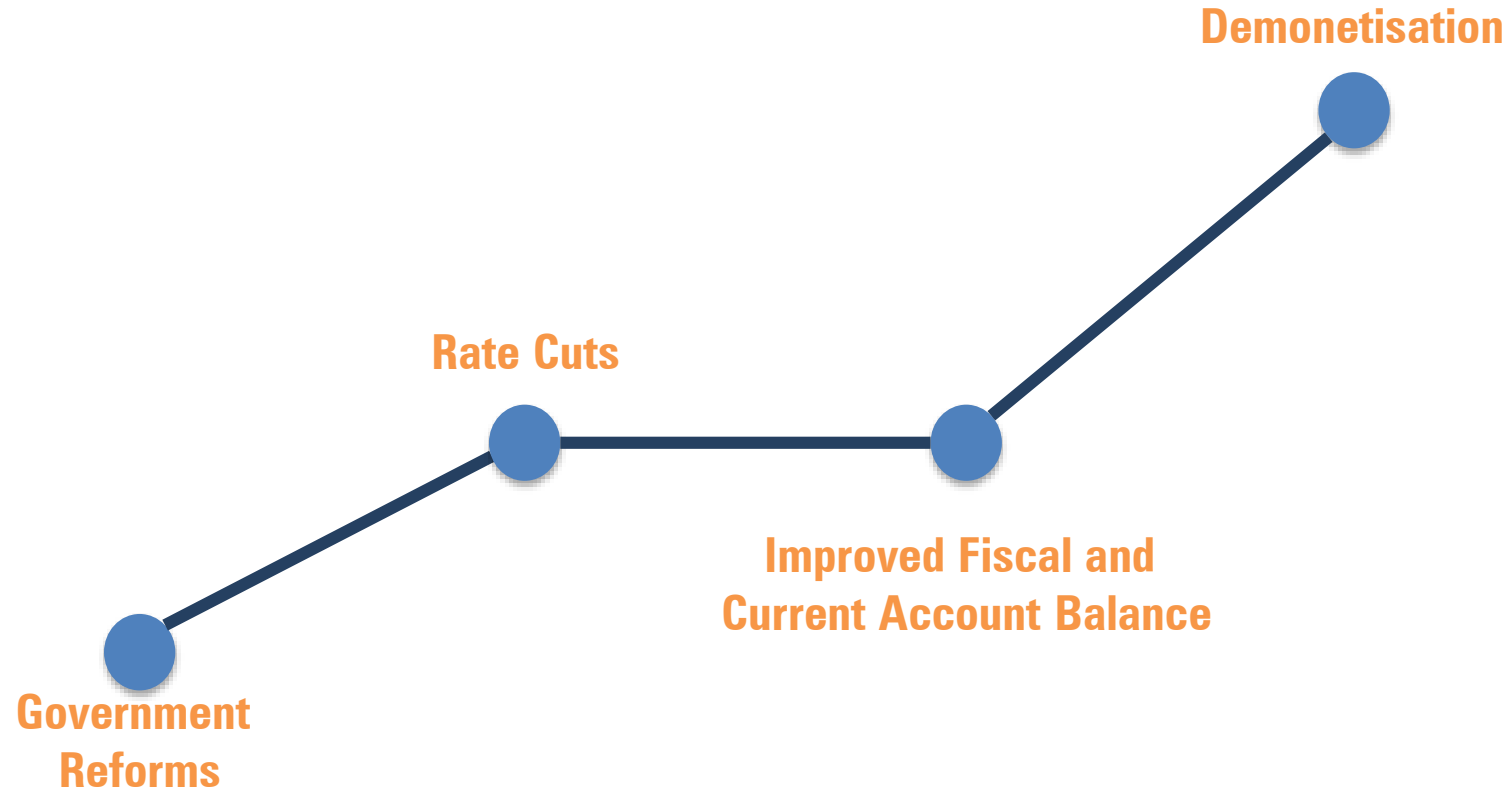
ICICI Prudential Value Fund – Series 11 is suitable for investors who are seeking*:	Riskometer
<ul style="list-style-type: none"> • Long term wealth creation • A close ended equity fund that aims to provide capital appreciation by investing in a well diversified portfolio of stocks through fundamental analysis. 	 <p>Investors understand that their principal will be at moderately high risk</p>
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	

Content



Content	Page Number
India Macro: Joining the Dots	3
Sensex follows EPS Growth Rate	4
Fixed Income Rally is Followed by Equity Rally	5
Our Investment Framework	6
Valuations	7
Investment Strategy	8
Banking and Finance Sector	9-10
Infrastructure Sector	11-12
Defensive and Consumption Sector	13-14
Goods and Services Tax	15
Use of Derivatives to limit market downside	16
Scheme Features	17

India Macro: Joining the Dots

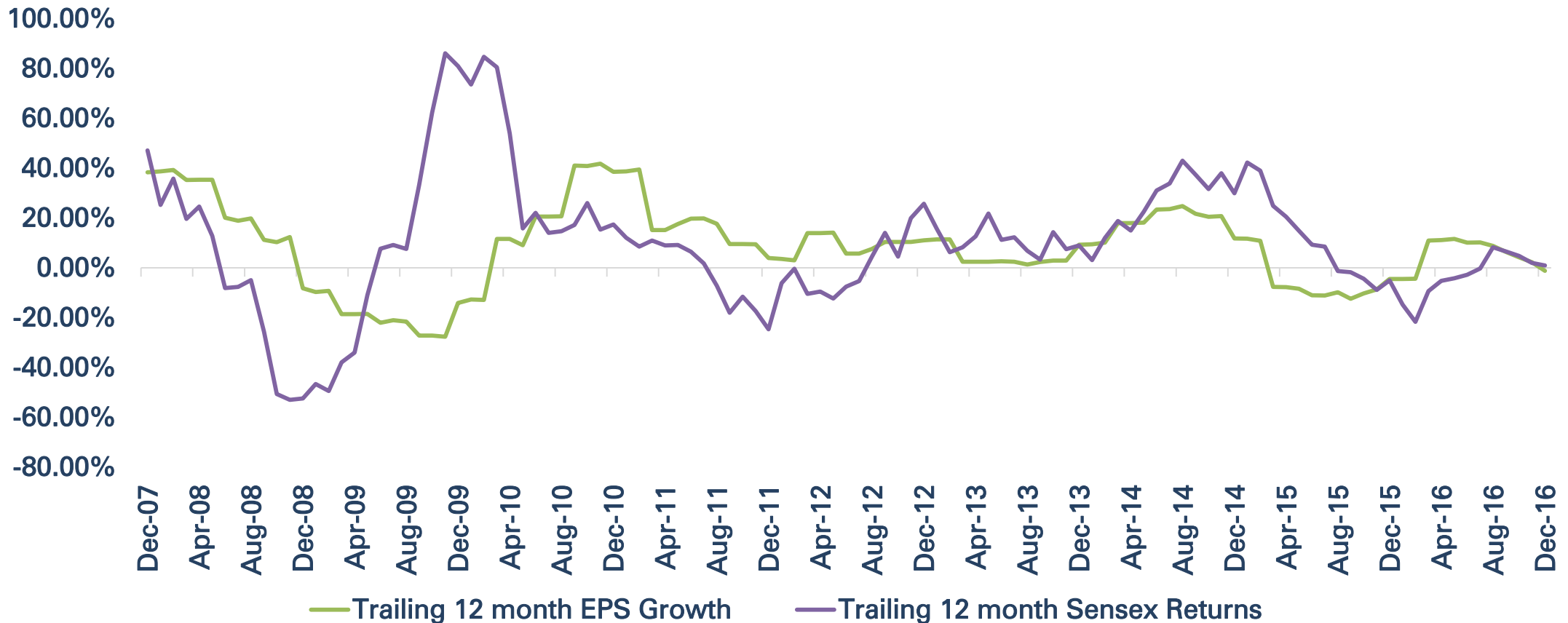


Indian Macro has strengthened structurally over last 3 years. Most indicators have improved and few are gradually improving. Together these macro factors may take the trend growth to higher levels in coming years.

Sensex follows EPS Growth Rate



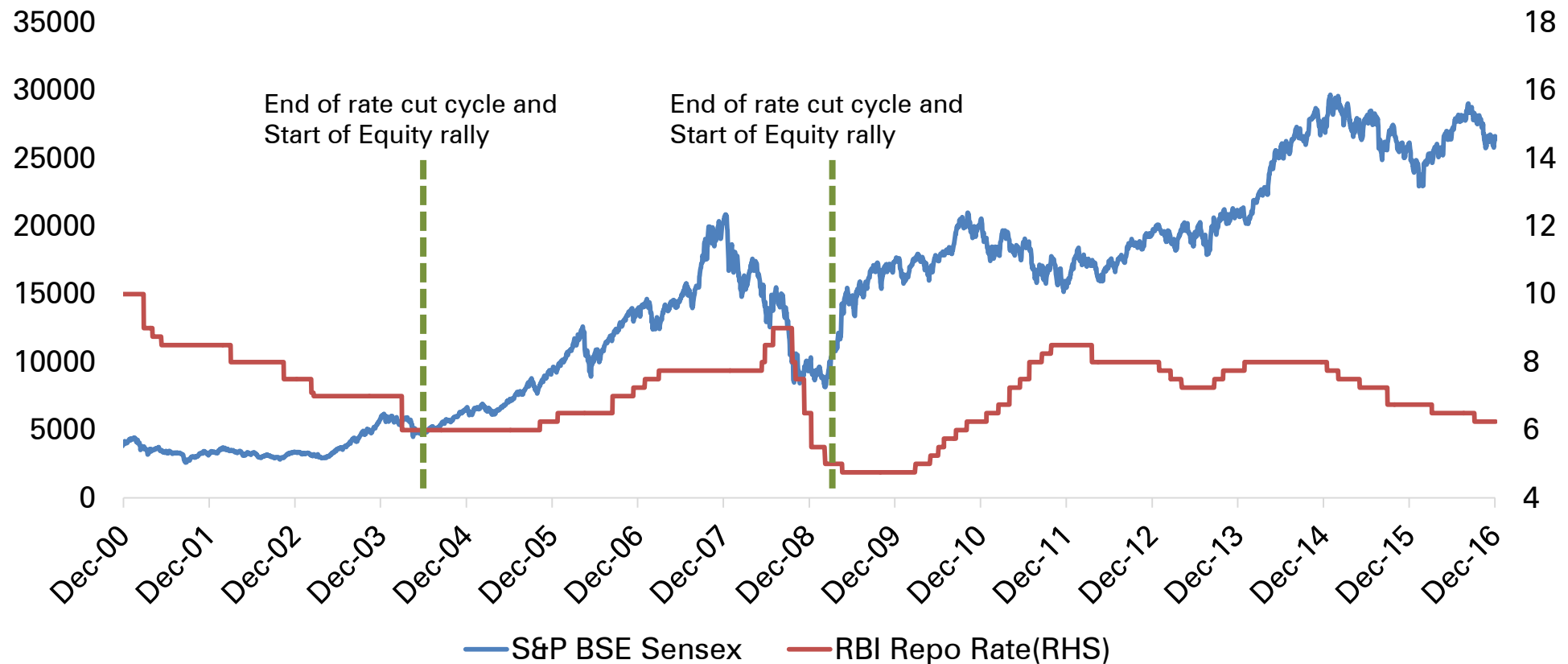
EPS vs. Sensex Returns



Fixed Income Rally is Followed by Equity Rally



History suggests that equity rally starts after interest rate cycle bottoms



Our Investment Framework



All our 4 factors suggest, it is right time to invest in Equities

**Moderate/
Attractive**

Valuations

Our Equity Valuation index (95.38) suggest to invest in Equities

Negative

Sentiments

Due to demonetization and uncertainty in global markets

LOW

Past Returns

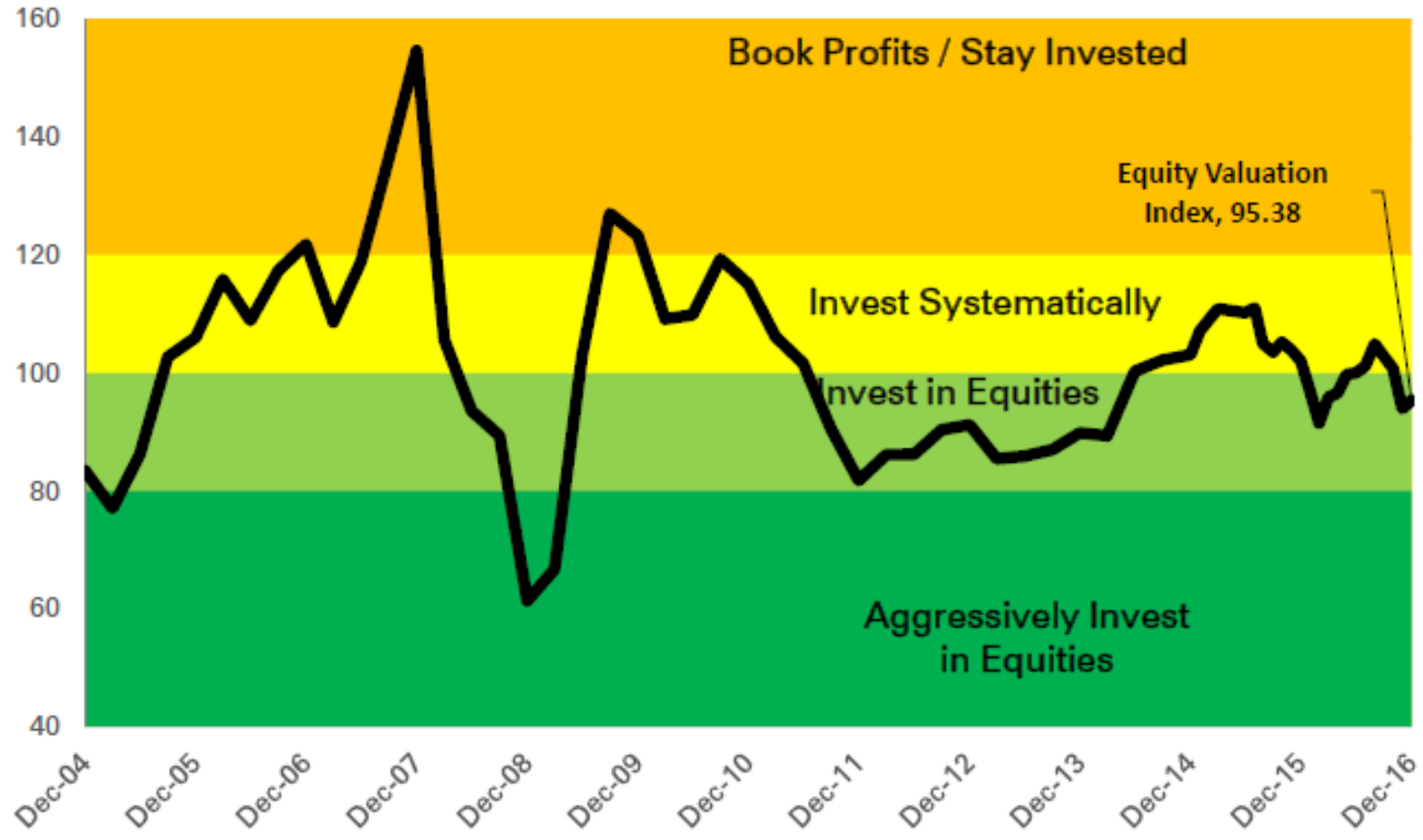
Last 2 year returns of Equity are negative

Negative

Flows

FII are selling

Valuations



Equity Valuation index has just entered in "invest in equities" zone.

- Flexicap fund.
- Bottom-up approach
- Fund intends to invest in 20-25* stocks given at particular point in time.
- Sectors Themes
 - Banks, NBFC and Infrastructure
 - Defensive and Consumption Sectors
 - Others (GST play like FMCG)
- As a part of investment strategy the scheme may buy put options either for the entire/partial portfolio depending on the discretion of the fund managers and subject to market conditions

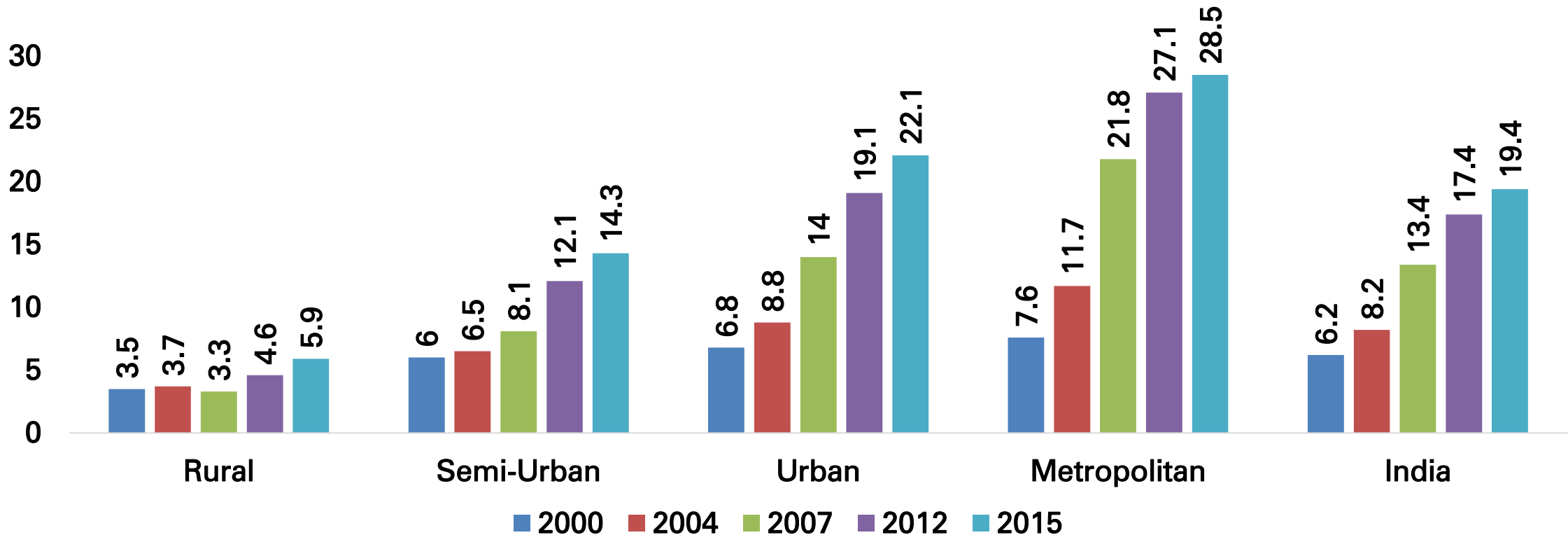
* The No. of Stocks provided is to explain the investment philosophy and the actual No. may go up and down depending on than prevailing market conditions at the time of investment. The fund may invest up to 25 stocks depending on the discretion of the Fund Managers. The stock selection and investment strategy will be as per the Scheme Information Document

Banking and Finance Sector



Private Banks Increasing Penetration in Rural & Semi-Urban Markets

Current & Savings Account Growth Rate (%)



Banking and Finance Sector



Economic and Demographic

- Increase in working population and growing disposable incomes can raise demand for banking and related services
- Favorable demographics and rising income levels also this can be benefitted by developments in revenue mix models of the banks
- Strong GDP growth to facilitate banking sector expansion

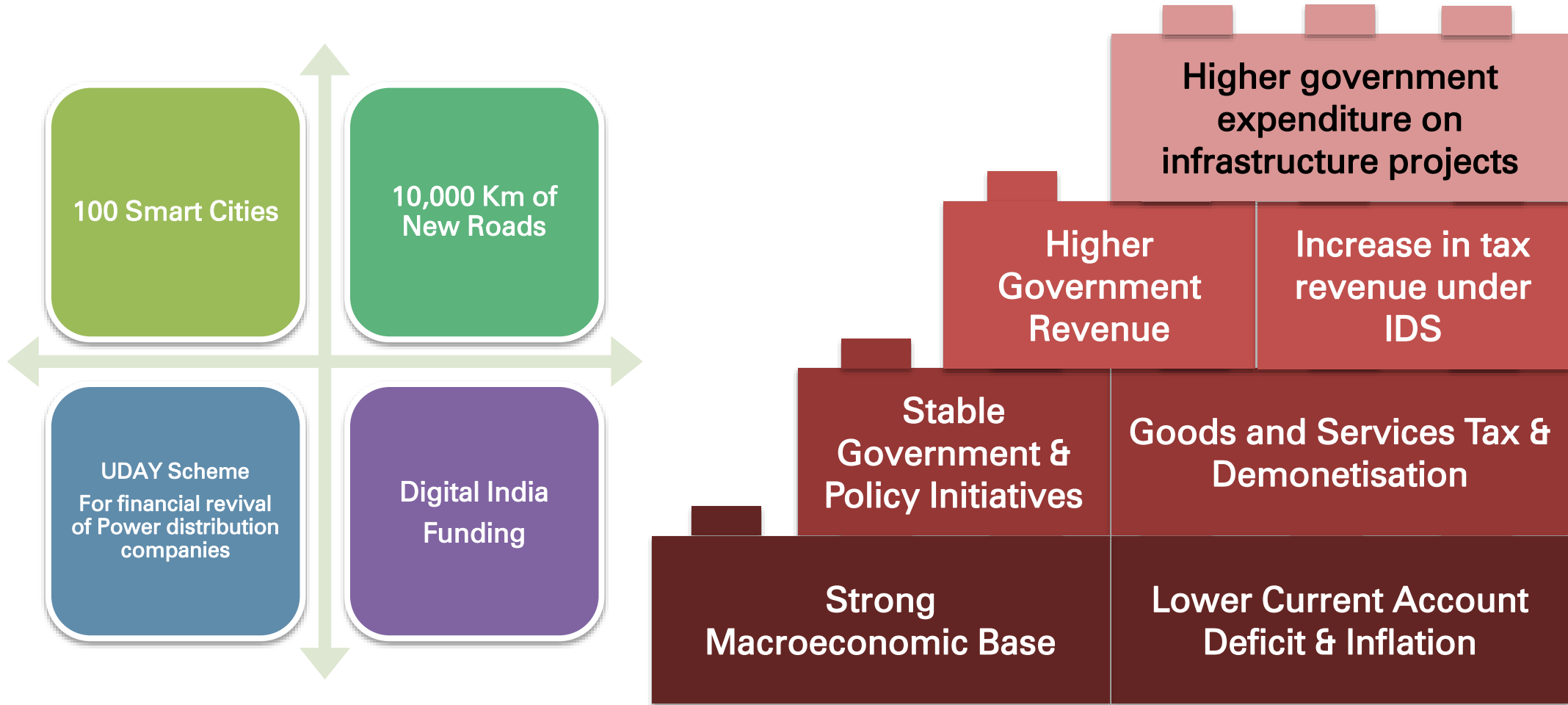
Policy Support

- Wide policy support in the form of private sector participation and liquidity support.
- Government's schemes like Pradhan Mantri Jan Dhan Yojna can increase the accessibility of financial services .
- RBI has emphasised the need to focus on spreading the reach of banking services to the un-banked population of India hence focus in banks is to expand branch network in the rural areas in line with Pradhan Mantri Jan Dhan Yojna

Technology Innovation

- This not only help to reach out to masses in cost effective way and hence scale rapidly.
- Use of alternate channels like ATM, internet and mobile hold significant potential in India
- Launch of new technologies and internet platforms like BHIM app

Why Infrastructure Sector?



Infrastructure Sector



POWER: Government's focus on lowering debts of power distribution companies and infrastructure expansion in rural and urban areas.

MINERALS / MINING: Could grow in tandem with expected increase in demand for power, operational efficiency, and attractive valuations.

TELECOM: India's demographic advantage, rapid growth in data consumption, and government initiatives such as Digital India.

CONSTRUCTION & CONSTRUCTION PROJECTS: Government's focus on infrastructure expansion in rural and urban areas. They could also leverage on excess capacity.

TRANSPORTATION: Could benefit from the implementation of Goods and Services Tax (GST), operational efficiency, and attractive valuations.

Defensive and Consumption Sector



Pharma and Healthcare Sector

- India is one of the few markets worldwide which is growing at double digits.
- Most pharma companies are spending a lot on research and development which will play out in next few years
- Indian companies have 25% volume share in USA. In all the drug filings for US market incrementally Indian players are getting maximum share and already Indian companies have shown tremendous growth in USA in last 7-8 years.
- Tremendous growth opportunity in Indian hospitals growth with favourable demographics in India (Rising income, rising insurance penetration, increasing occurrence of ailments like diabetes, cancer, cardio issues)
- Long term outlook for Indian healthcare sector remains structurally positive, considering abundant growth opportunities, strong balance sheets, and better return ratios and free cash flow generation in pharma companies and reasonable valuations.

Defensive and Consumption Sector



Auto Ancillaries

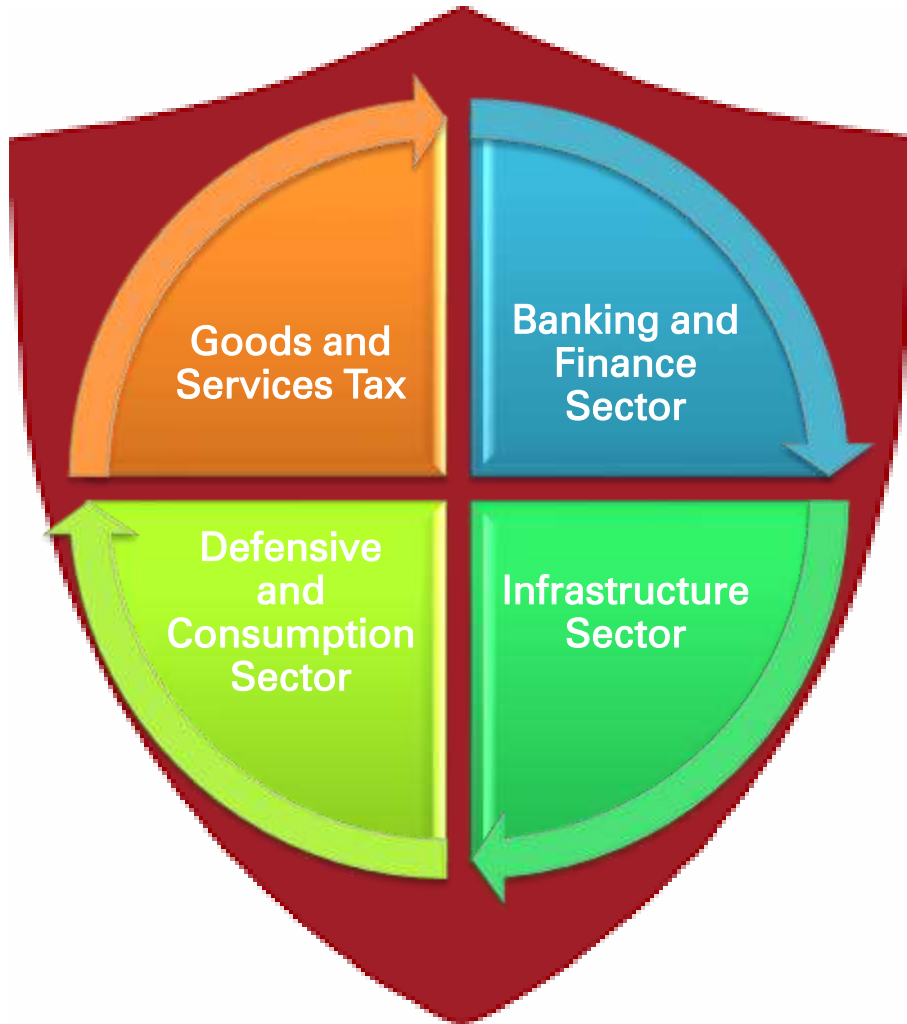
- India is expected to become the next auto ancillary hub in Asia by 2020.
- Currently pegged at \$38 billion, this industry is estimated to post a CAGR of 17% to \$115 billion by FY21.
- Demand for auto ancillary sector is derived from Original Equipment Manufacturers (OEM) as well as the replacement market.
- Margins in the replacement market are higher than the OEM market. As the number of vehicles over the last decade has increased, the demand for replacement market has also grown, bringing benefit from high margin.

Goods and Services Tax



- Subject to passage of Goods and Services Tax (GST) in both houses; GST is proposed to be a comprehensive indirect tax levy on manufacture, sale and consumption of goods as well as services at the national level.
- The implementation is likely to promote more exports, create more employment opportunities and boost growth. It will divide the burden of tax between manufacturing and services.
- The sectors is likely to benefit from the Implementation of GST would be majorly Consumer Cyclical.

Use of Derivatives to limit market downside



- 5% - 8% of portfolio invested in Put Options
- 92%- 95% of portfolio invested in stocks.
- To limit downside risk the fund may buy put options either for the entire/partial portfolio depending on the discretion of the fund managers and subject to market conditions.

Scheme Features



Tenure	:	1100 days
NFO Period	:	10th January 2017 to 24th January 2017
MICR cheques	:	Till end of business day on 20th January 2017
RTGS and transfer cheques	:	Till end of business day on 24th January 2017
Switches	:	Switch-in requests from equity schemes will be accepted up to January 20, 2017, till the cutoff time applicable for switches. Switch-in requests from non-equity schemes will be accepted up to January 24, 2017, till the cutoff time applicable for switches
Option to be launched	:	ICICI Prudential Value Fund - Series 11 - Growth & Dividend ICICI Prudential Value Fund - Series 11 Direct Plan - Growth & Dividend payout
Entry / Exit Load	:	Nil
Minimum Application Amount	:	Rs.5,000/- (plus in multiple of Re.10)
Liquidity	:	To be listed
Benchmark	:	S&P BSE 500 Index
Fund Manager	:	Manish Gunwani & Rajat Chandak

Statutory Details & Risk Factors



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

Disclaimer: All figures and data given in the document are dated unless stated otherwise. 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 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 this material.

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). 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.

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.