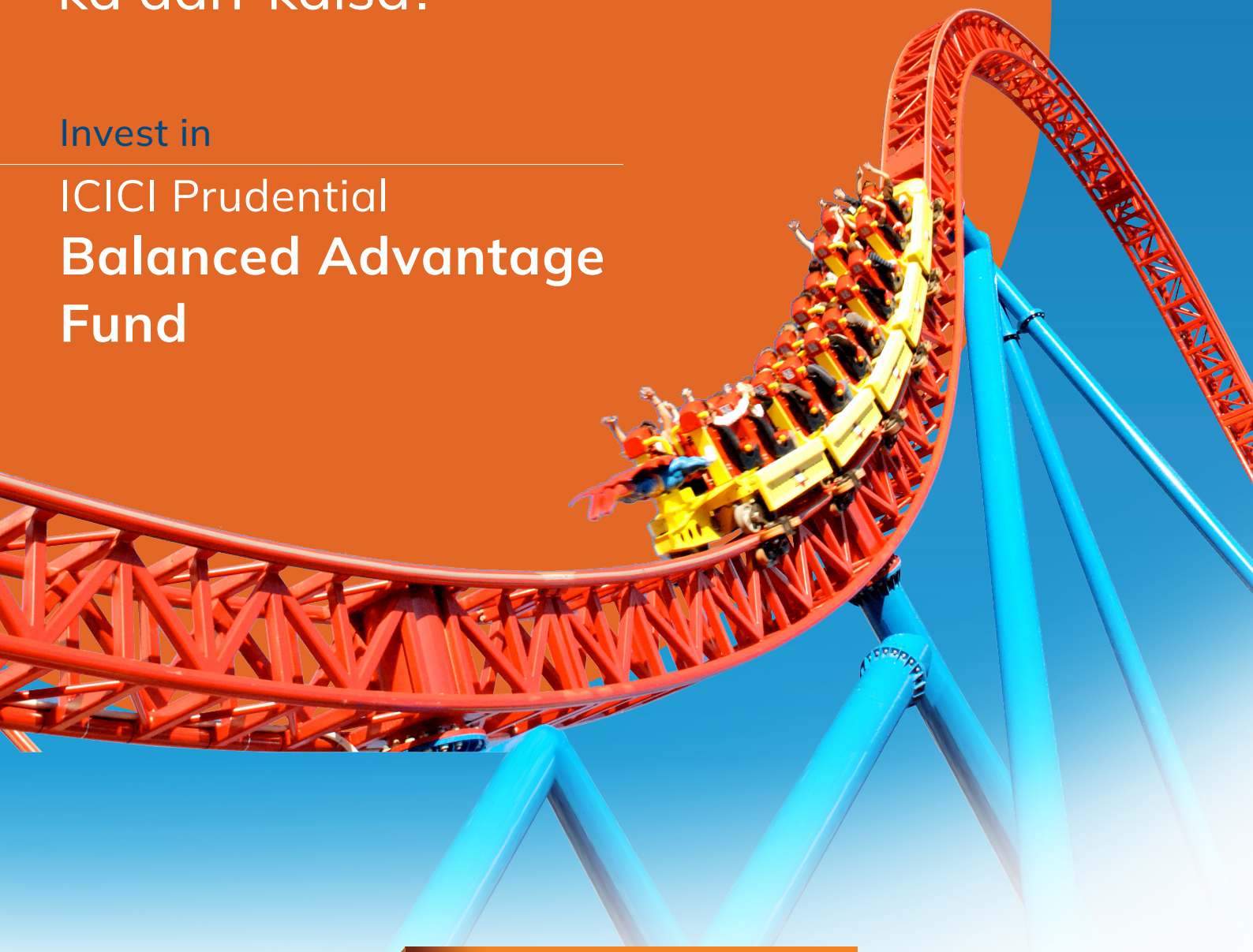
ICICI PRUDENTIAL MUTUAL FUND

Ab market ke **utar-chadhav** ka darr kaisa?

Invest in

ICICI Prudential

Balanced Advantage Fund



Description of Scheme:

An open ended dynamic asset allocation fund

ICICI Prudential Balanced Advantage Fund allocates higher in Equity when the Equity Market Valuation is Low and Lower when the Equity Market Valuation is High.

Why should you invest in Dynamic Asset Allocation Category?

Market Timing

The scheme follows 'Buy Low, Sell High' approach for equity investing thereby eliminating the need to time the market

Limit Downside

Use of Derivatives for hedging or portfolio re-balancing helps in limiting downside, while ensuring tax efficiency.

Key Pointers about scheme strategy:

In-House Valuation Model:

The scheme follows the 'Buy Low, Sell High' model basis in-house P/BV model while keeping human emotions aside

Re-balancing:

The portfolio re-balancing happens on daily market movements

Long-Term Capital Appreciation.:

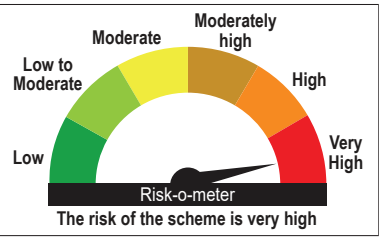
The scheme endeavor to create better risk-adjusted returns over the complete cycle

Equity Allocation:

The scheme's net equity the net equity exposure percentage adjusted for any derivative positions in stocks or index for hedging or rebalancing purpose.) exposure would range between 30-80% based on a in-house Price/Book Value Model

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ICICI Prudential Balanced Advantage Fund (An Open Ended Dynamic Asset Allocation Fund) is suitable for investors who are seeking*:
• Long term capital appreciation/income • Investing in equity and equity related securities and debt instruments.
*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.



The asset allocation and investment strategy will be as per Scheme Information Document of the scheme. The Risk-o-meter(s) specified above will be evaluated and updated on a monthly basis. Please refer https://www.icicipruamc.com/news-and-updates/all-news for more details.

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