ICICI PRUDENTIAL MUTUAL FUND

IPRU BUZZ

NOBODY LIKES TO LOSE

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One morning, **SHARMAJI** observed **RAVI** sitting at the kitchen table with his head buried in his hands, clearly showing signs of stress.

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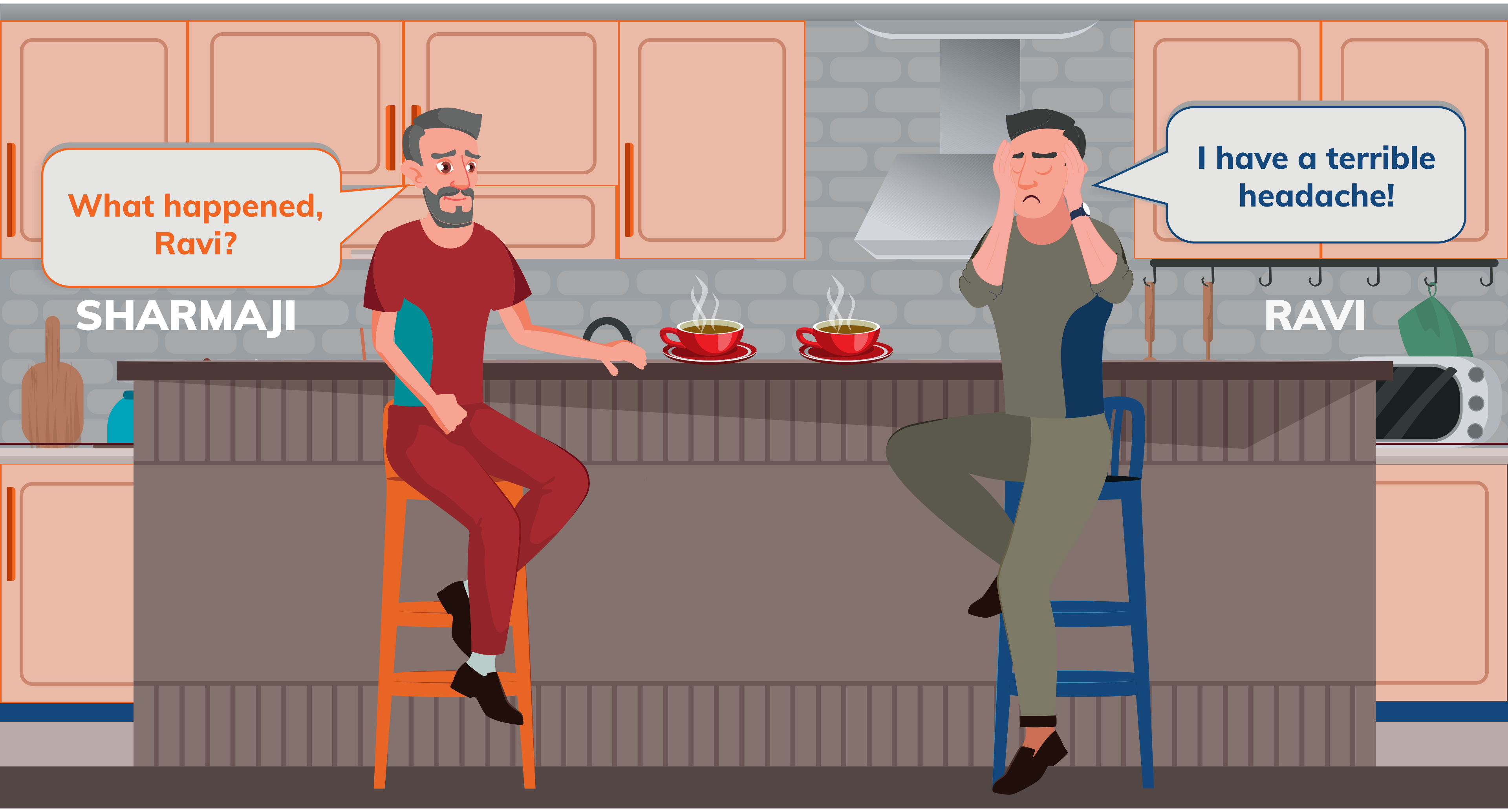

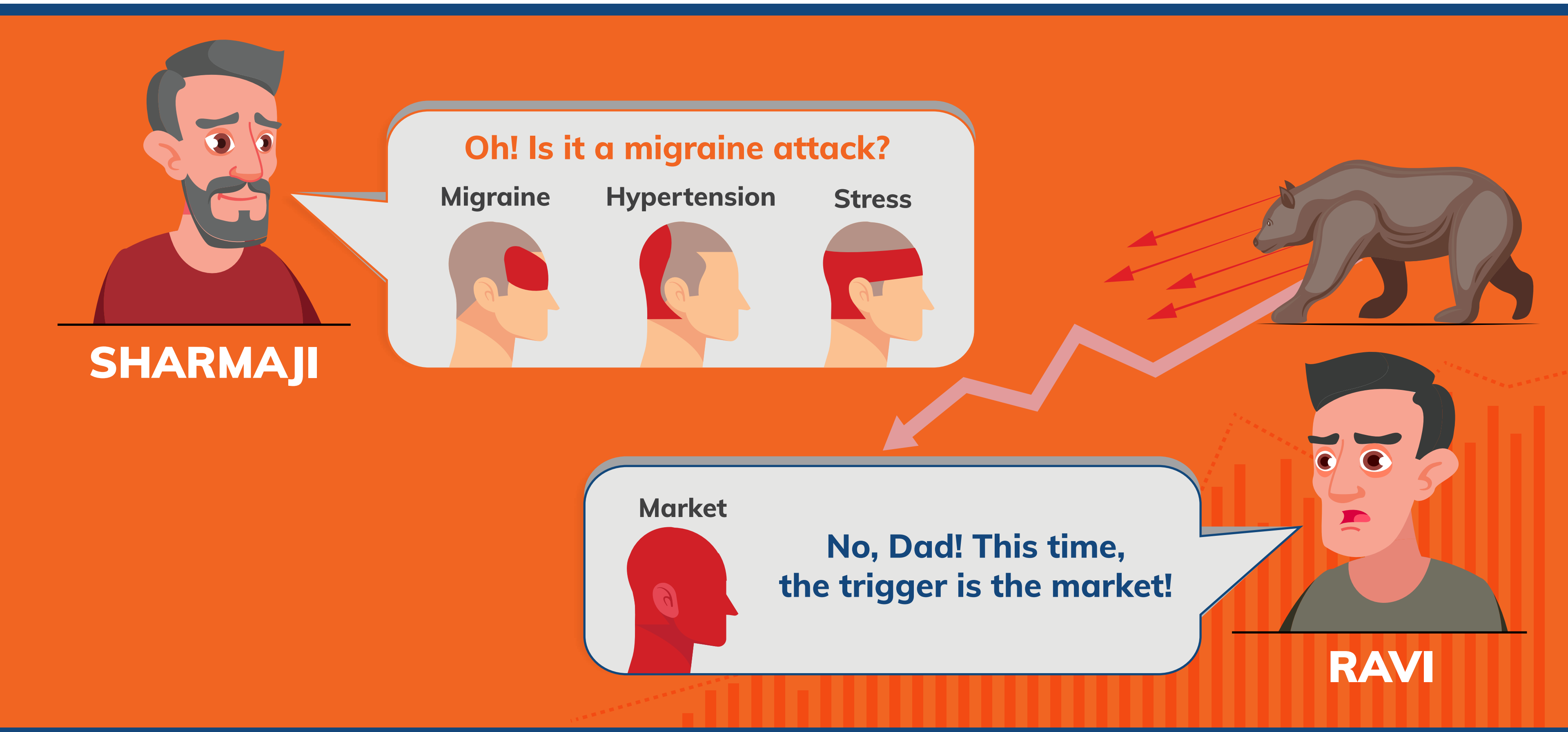

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Ravi took a sip of his coffee and shared the thought that clouded his mind

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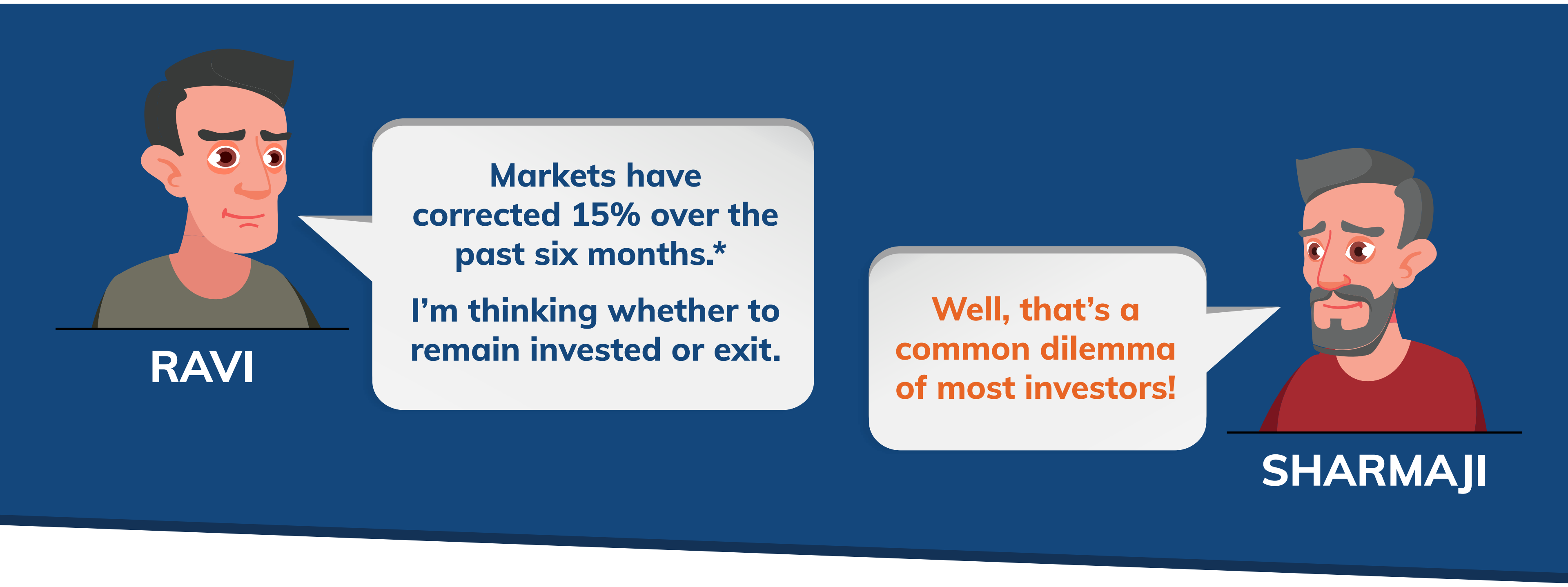
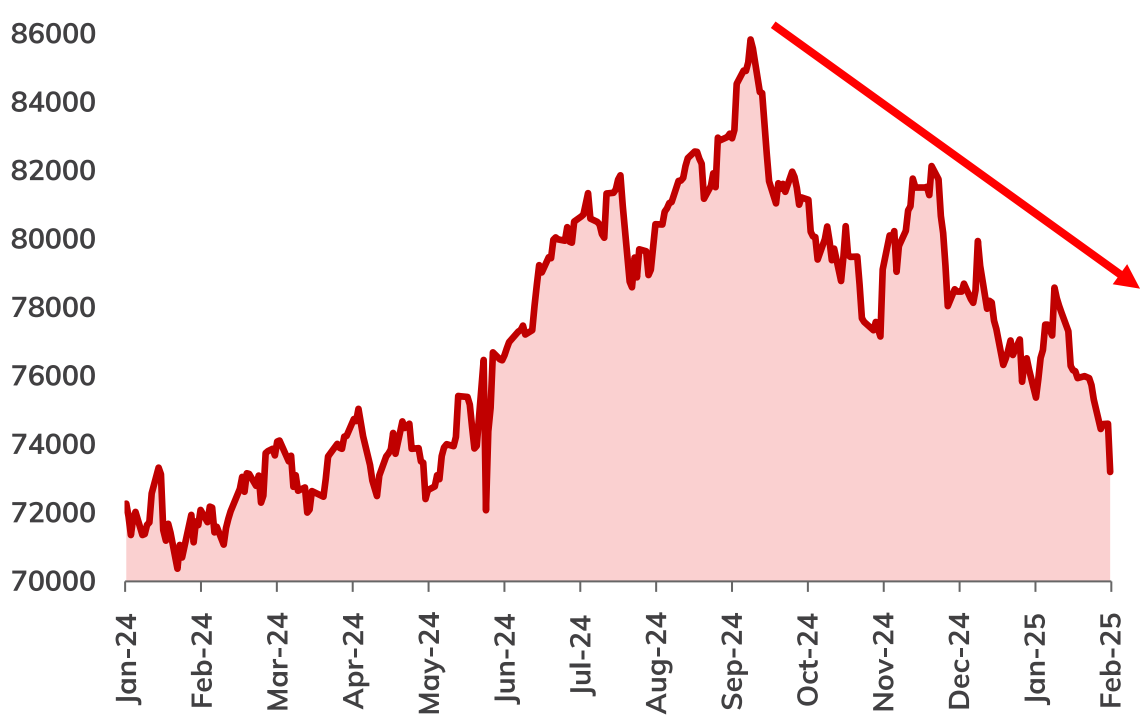


BSE SENSEX (CLOSING LEVEL)



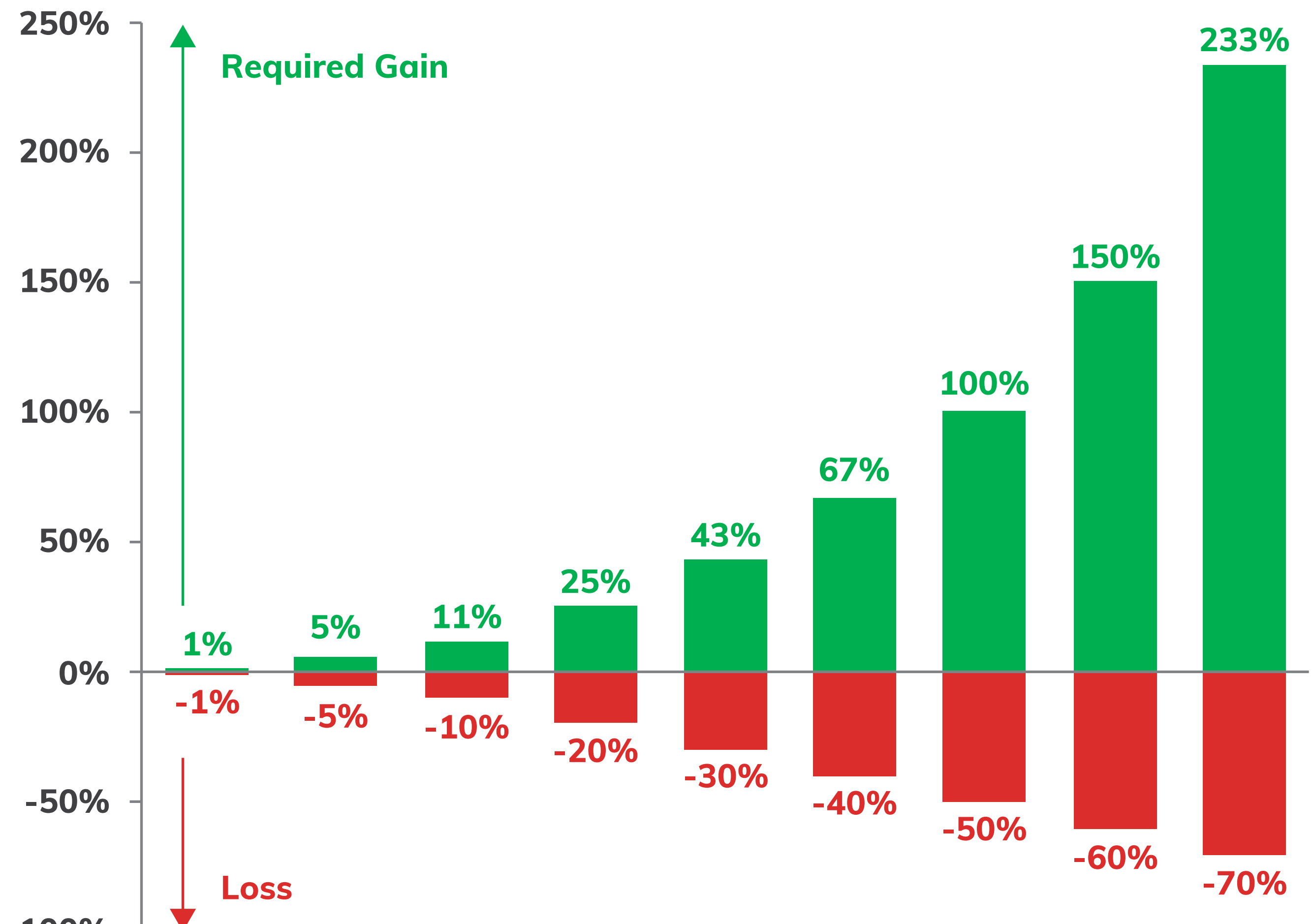
FACTORS THAT RATTLED INVESTORS

- Heightened Geopolitical Conflicts in the Middle East
- Concerns around Reciprocal Tariffs imposed by the U.S.
- Relentless Foreign Portfolio Outflows from Indian Equities
- The Indian Rupee weakened to 87.58 against the U.S. Dollar
- Tepid Q3FY25 Corporate Earnings Scorecard

Source: BSE. *Rounded-off to 15%. The fall has been computed from the September 27, 2024 high to the February 28, 2025 closing level. In the above conversation, markets refers to BSE Sensex. Past performance may or may not sustain in future. U.S.: United States

The father-son duo further delve into the pain of loss that haunts an investor

HIGHER THE PERCENTAGE OF LOSS, GREATER THE PERCENTAGE OF RETURN WOULD BE NEEDED TO RECOVER THE ORIGINAL VALUE.



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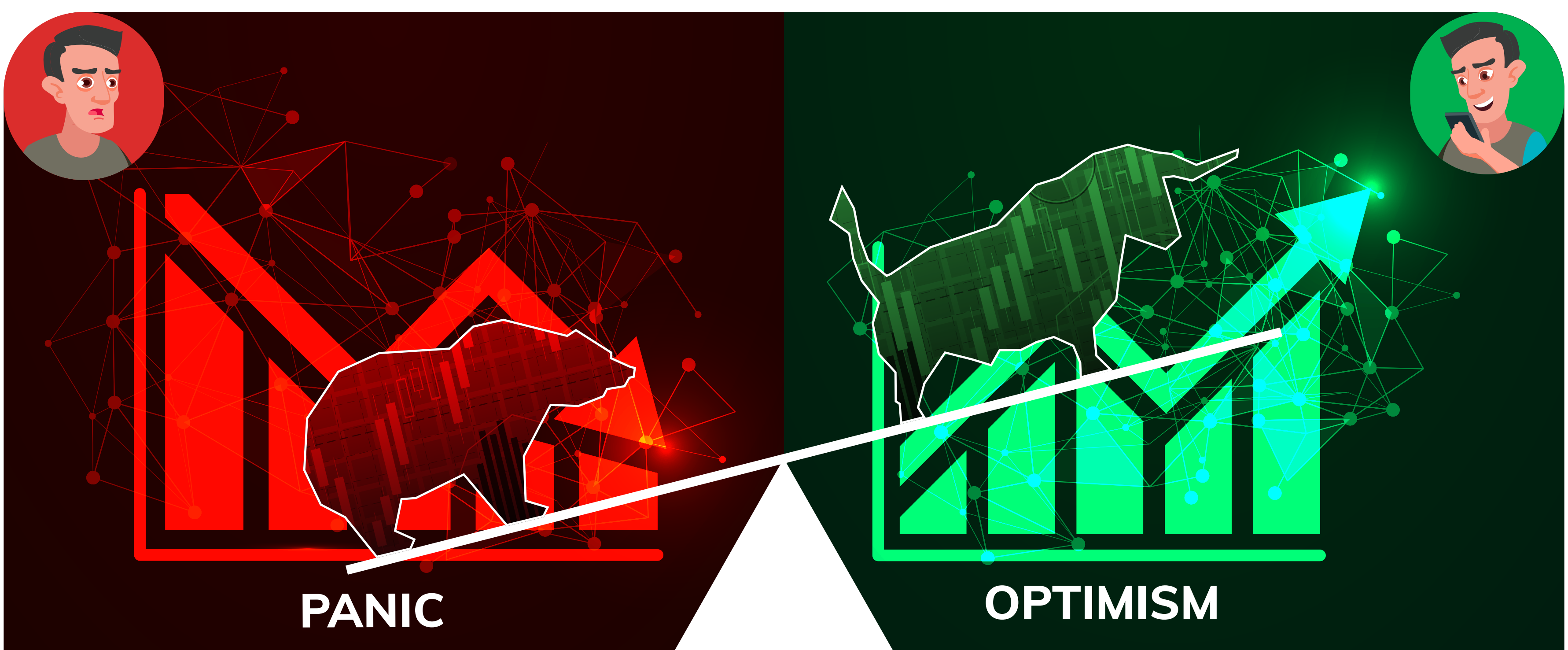
The conversation revolves around how emotions play the role of a villain when making investment decisions

SHARMAJI

Ravi, we often focus on the upside returns and overlook the downside risks.

Indeed, the 'fear of missing out' played on my mind when the markets were rising, compelling me to remain invested.

RAVI



When equity markets fall, headlines flash disaster and pessimism spreads rapidly.

Investors panic and sell their investments as they expect the markets to fall further.

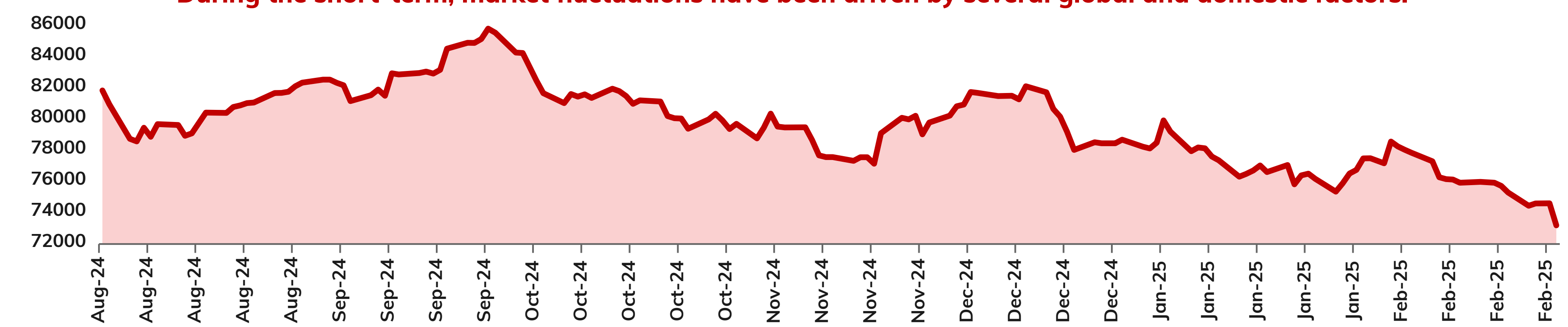
Conversely, when equity markets rise, investor sentiment shifts to optimism.

Investors buy with the belief that the markets will continue to move upwards.

Ravi looks up to his father for pearls of wisdom – Stay in the Game

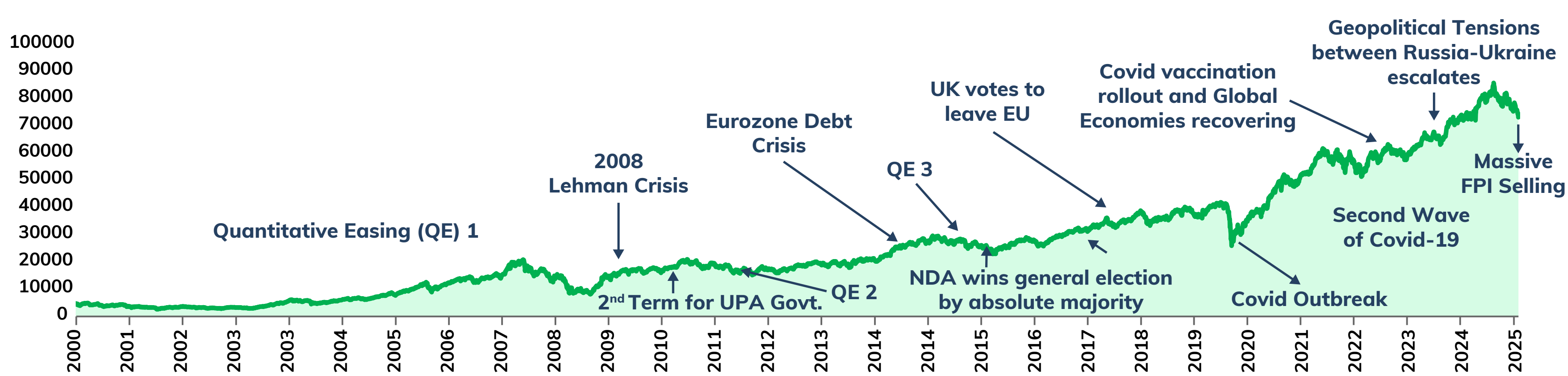
BSE SENSEX (CLOSING LEVEL) - SHORT-TERM PICTURE

During the short-term, market fluctuations have been driven by several global and domestic factors.



BSE SENSEX (CLOSING LEVEL) - LONG-TERM PICTURE

However, if you zoom at the larger picture, you will observe that markets tend to offer potential growth over the long term.



Source: BSE. Data as on February 28, 2025. Past performance may or may not be sustained in future and is not a guarantee of any future returns. UPA: United Progress Alliance, GDP: Gross Domestic Product, EU: European Union, FPI: Foreign Portfolio Investment, NDA: National Democratic Alliance. Covid: Coronavirus Disease., QE: Quantitative Easing, Govt.: Government.

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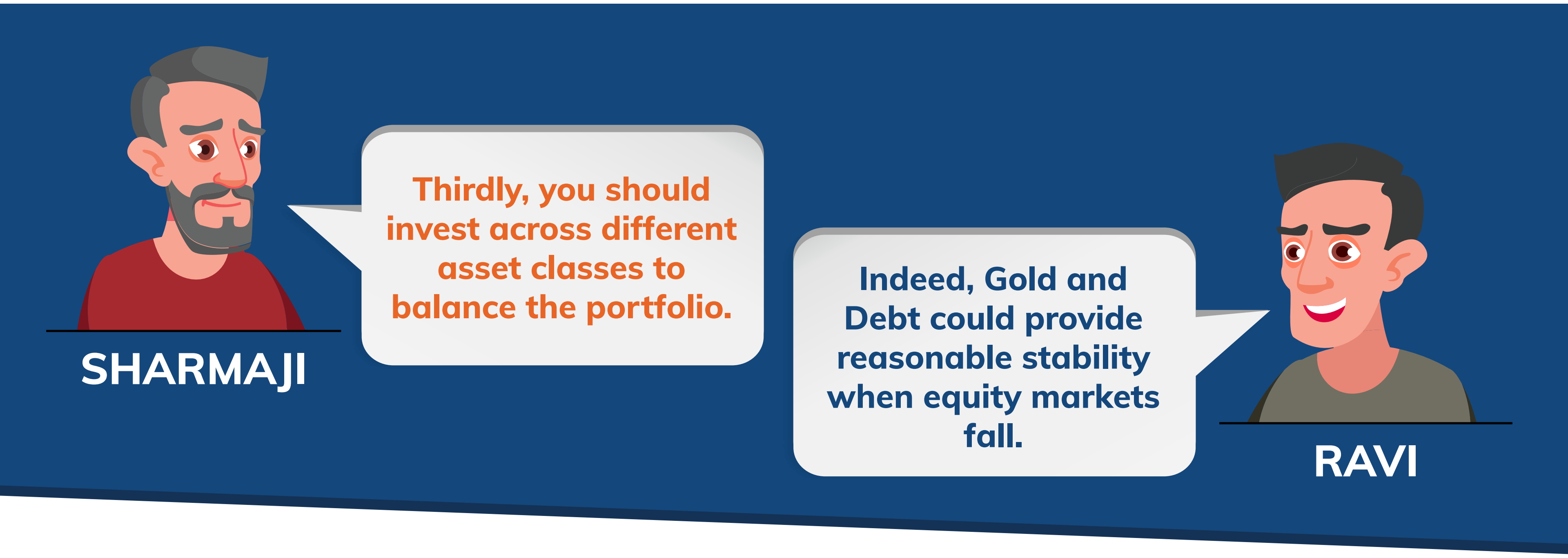
Ravi looks up to his father for pearls of wisdom – Need for Asset Allocation

ICICI PRUDENTIAL MUTUAL FUND



Time Period	BSE Sensex Returns (%)	CRISIL Composite Bond Fund Index Returns (%)	Gold Returns (%)
2024	8.2	9.1	20.6
2023	18.7	7.3	15.4
2022	4.4	2.5	13.9
2021	22	3.4	-4.2
2020	15.8	12.0	28
2019	14.4	10.9	23.8
2018	5.9	5.9	7.9
2017	27.9	4.7	5.1
2016	1.9	12.8	11.3
2015	-5	8.6	-6.6
2014	29.9	14.3	-7.9
2013	9	3.6	-4.5
2012	25.7	9.3	12.3
2011	-24.6	6.9	31.7
2010	17.4	4.9	23.2
2009	81	3.5	24.2
2008	-52.4	8.8	26.1

In 2024, Gold delivered 20.6% returns as investors leaned to the yellow metal amidst global uncertainties.

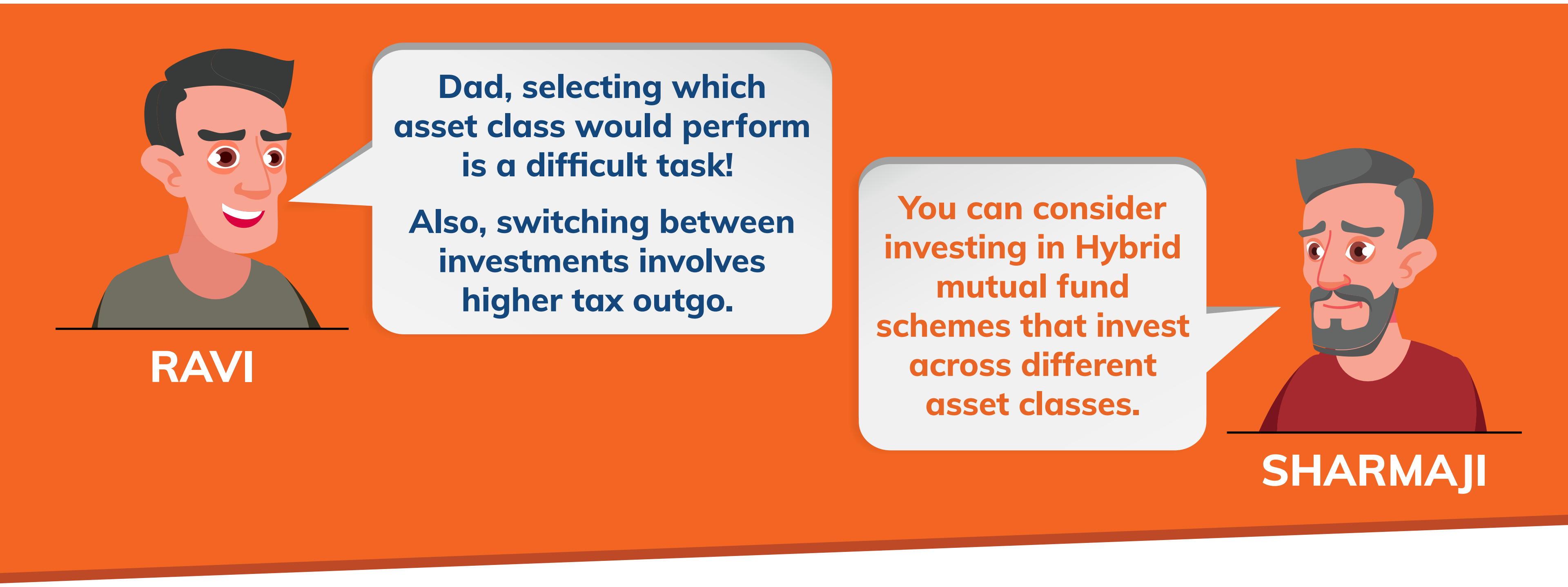
In 2021, the BSE Sensex delivered 22% returns as economies began to recover from the pandemic-induced setbacks. During this period, Gold forayed in the negative territory.

In 2015, bond market was the lead performer. Stock markets tanked on concerns around a slowing Chinese economy.

In 2008, the BSE Sensex plunged 52% due to the Global Financial Crisis. During this period, investors found solace in the relative stability of Gold.

Source: MFI Explorer; Calendar year returns. Returns mentioned are in terms of CAGR. Data as on December 31, 2024. For calculating returns of Gold, MCX prices are considered. For Equity Returns, BSE Sensex values are considered. For Debt: CRISIL Composite Bond Fund Index is considered. Returns are calculated on absolute basis. Past performance may or may not be sustained in future. Green color represents best value and red color represents worst value. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit http://www.icraonline.com/legal/standard-disclaimer.html

Gradually, Ravi's headache began to ease. He was keen to understand how to navigate market volatility

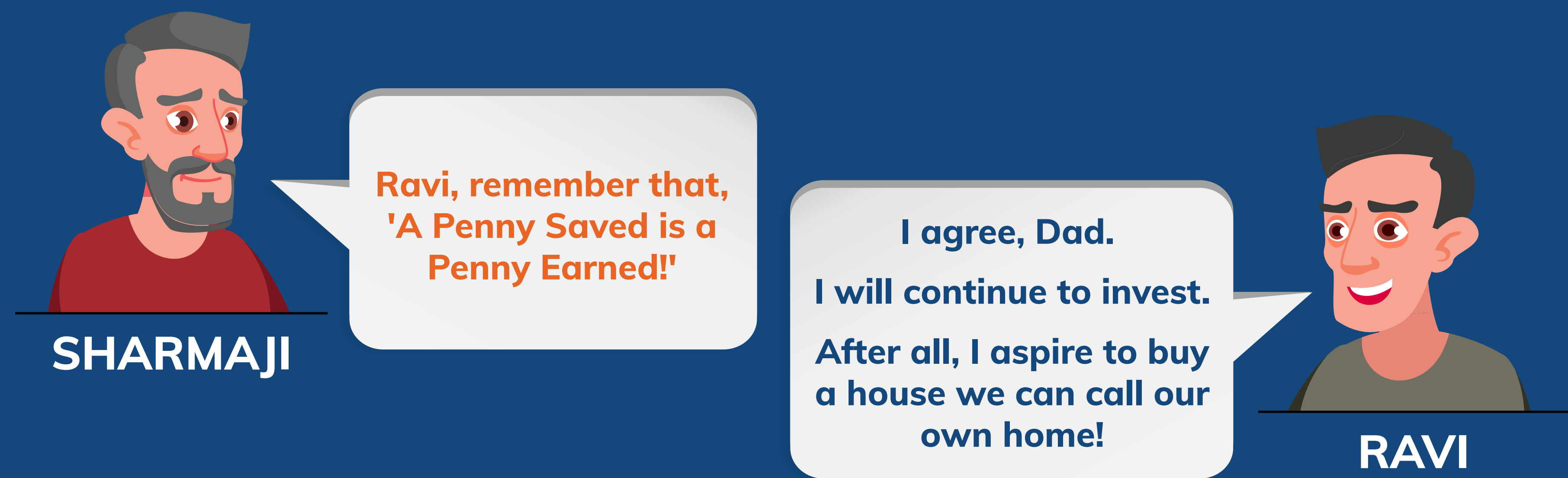


SCHEME RECOMMENDATIONS

Scheme	Net Equity Range	Asset Class			Taxation
		Equity	Debt	Gold	
ICICI Prudential Equity & Debt Fund	65-80%	✓	✓		Equity
ICICI Prudential Multi-Asset Fund	10-80%	✓	✓	✓	Equity
ICICI Prudential Balanced Advantage Fund	30-80%	✓	✓		Equity
ICICI Prudential Asset Allocator Fund (FOF)^	0-100%*	✓	✓	✓	**12.5% Taxation** with 24 months holding period

Data as on February 28, 2025. The net equity exposure is calculated net of stock futures and options (Notional Exposure of Index Put Options only). 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. The asset allocation and investment strategy will be as per Scheme Information Document. ^Investors may please note that they will be bearing the recurring expenses of this Scheme in addition to the expenses of the underlying Schemes in which this Scheme makes investment.*Please note that total Non Debt Allocation of the scheme will be 35-100%. Non Debt allocation includes Equity & Gold. Consult your tax advisor for further details on taxation and applicability based on your tax structure and regime. FOFs: Fund of Funds.

Sharmaji succeeds in convincing Ravi to remain invested

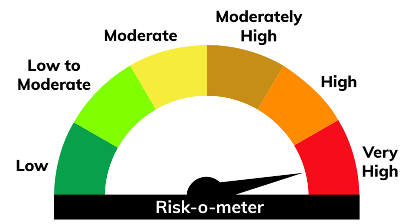


DISCLAIMERS AND RISKOMETERS

ICICI Prudential Equity & Debt Fund (An open ended hybrid scheme investing predominantly in equity and equity related instruments) is suitable for investors who are seeking*:

- Long term wealth creation solution
- A balanced fund aiming for long term capital appreciation and current income by investing in equity as well as fixed income securities

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

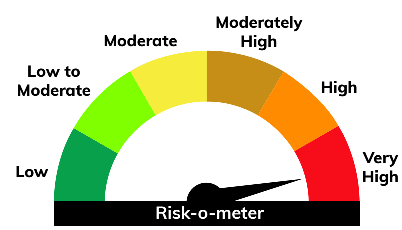


The risk of the scheme is very high

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 risk of the scheme is very high

Please note that the Risk-o-meter(s) specified above will be evaluated and updated on a monthly basis. The above riskometers are as on February 28, 2025. Please refer to https://www.icicipruamc.com/news-and-updates/all-news for more details.

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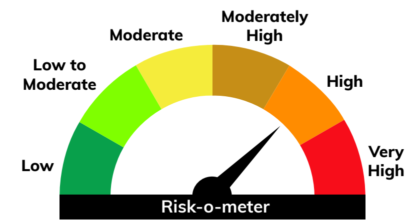
ICICI PRUDENTIAL MUTUAL FUND

DISCLAIMERS AND RISKOMETERS

ICICI Prudential Asset Allocator Fund (FOF) (An open ended fund of funds scheme investing in equity oriented schemes, debt oriented schemes and gold ETFs/schemes) is suitable for investors who are seeking*:

- Long term wealth creation
- An open ended fund of funds scheme investing in equity oriented schemes, debt oriented schemes and gold ETF/schemes.

*Investors should consult their financial advisers if in doubt about whether the product is suitable for them. Investors may please note that they will be bearing the recurring expenses of this Scheme in addition to the expenses of the underlying Schemes in which this Scheme makes investment.

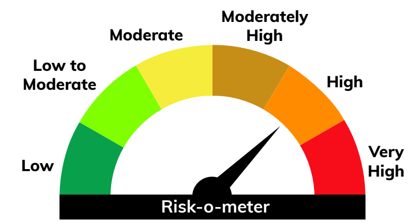


The risk of the scheme is high

ICICI Prudential Multi-Asset Fund (An open ended scheme investing in Equity, Debt and Exchange Traded Commodity Derivatives/ units of Gold ETFs/units of Silver ETFs/units of REITs & InvITs/Preference shares) is suitable for investors who are seeking*:

- Long term wealth creation
- An open ended scheme investing across asset classes

*Investors should consult their financial advisers if in doubt about whether the product is suitable for them. Investors may please note that they will be bearing the recurring expenses of this Scheme in addition to the expenses of the underlying Schemes in which this Scheme makes investment.



The risk of the scheme is high

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MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

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