IPRU SNIPPETS

ICICI PRUDENTIAL MUTUAL FUND

20 YEARS COMPLETED Since 2004

## BUCKLE UP WITH

# ICICI PRUDENTIAL VALUE DISCOVERY FUND

In 1955, an American Automobile Manufacturing Company took a significant step towards automobile safety by offering seat belts in every model.

The reason? During the year, around thirty-seven thousand Americans lost their lives in car accidents – this became a wake-up call for the automotive industry to focus on car safety measures.

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**Research indicated that the usage of seatbelts led to a remarkable reduction in traffic fatalities by nearly 70%.**

**However, surprisingly, only 2% of the customers opted for this facility!***

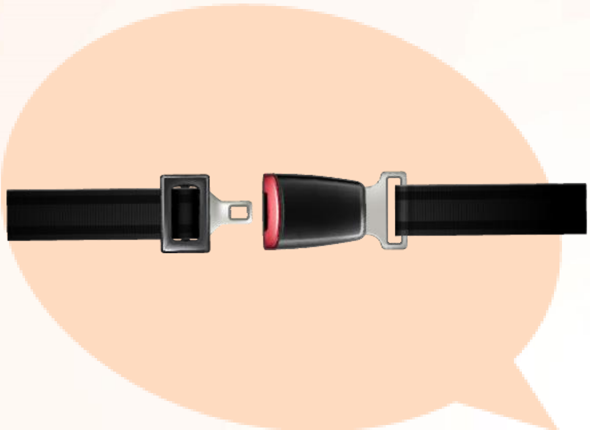


Source: *Collab Fund, April 30, 2024

In 1955, introduction of the seatbelt came as a $27 upgrade, which is equivalent to about $190 today.*

**1955: $27 Upgrade**

**Today : $190**



Nowadays, wearing a seatbelt has become essential for car drivers and passengers as it reduces the risk of a severe injury during car collisions.

Source: *Collab Fund, April 30, 2024

ICICI PRUDENTIAL MUTUAL FUND

In 1955, only 2% of the customers realized the value of seatbelts. The tide changed over the years as the awareness for car safety increased – Seatbelts have now become a necessity!

This is similar to investing where a company's intrinsic value is not realized at a point in time; however, over the years, the value unlocking happens.

**Value investing involves selecting companies that are trading below their intrinsic value and have strong fundamentals**

ICICI PRUDENTIAL MUTUAL FUND

**ICICI Prudential Value Discovery Fund aims to invest in a diversified portfolio of stocks that are available at prices lower than its fair value and have the potential to do well due to relatively strong fundamentals.**

## 4 reasons why ICICI Prudential Value Discovery Fund can be considered for the long term:

**01** Seeks to identify companies, the stock prices of which are trading at low valuations relative to its intrinsic value. This is computed using tools like earnings, book value and cash flow potential.

**02** Flexible in moving across market capitalizations to explore attractive investment opportunities

**03** Benchmark agnostic approach towards sector allocation

**04** Opportunity to create potential wealth over the long term.

To Know More,

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**Returns of ICICI Prudential Value Discovery Fund - Growth Option as on September 30, 2024**

| Particulars | 1 Year | | 3 Years | | 5 Years | | Since inception | |
|---|---|---|---|---|---|---|---|---|
| | CAGR (%) | Current Value of Investment of Rs. 10000 | CAGR (%) | Current Value of Investment of Rs. 10000 | CAGR (%) | Current Value of Investment of Rs. 10000 | CAGR (%) | Current Value of Investment of Rs. 10000 |
| **Scheme** | **43.83** | **14411.84** | **24.59** | **19350.35** | **27.73** | **34043.82** | **21.12** | **473890.00** |
| Nifty 500 TRI (Benchmark) | 41.27 | 14154.25 | 17.60 | 16269.76 | 24.51 | 29958.17 | NA | NA |
| Nifty 50 TRI (Additional Benchmark) | 32.80 | 13300.30 | 14.92 | 15183.62 | 18.95 | 23838.99 | 16.27 | 207996.32 |
| NAV (Rs.) Per Unit (as on September 30,2024 : 473.89) | 328.82 | | 244.90 | | 139.20 | | 10.00 | |

Notes:

1. Different plans shall have different expense structure. The performance details provided herein are of ICICI Prudential Value Discovery Fund.

2. The scheme is currently managed by Sankaran Naren and Dharmesh Kakkad. Mr. Sankaran Naren has been managing this fund since Jan 2021. Total Schemes managed by the Fund Manager is 14 (14 are jointly managed). Mr. Dharmesh Kakkad has been managing this fund since Jan 2021. Total Schemes managed by the Fund Manager is 11 (9 are jointly managed). Refer annexure from page no. 109 for performance of other schemes currently managed by Sankaran Naren and Dharmesh Kakkad.

3. Date of inception:16-Aug-04.

4. Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment.

5. Load is not considered for computation of returns.

6. In case, the start/end date of the concerned period is a nonbusiness date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period

7. The benchmark of this scheme has been revised from Nifty 500 Value 50 TRI to Nifty 500 TRI w.e.f. January 01, 2022.

8. As the scheme was launched before the launch of the benchmark index, benchmark index figures since inception or the required period are not available.

9. For benchmark performance, values of earlier benchmark (Nifty 500 Value 50 TRI) has been used till 31st Dec 2021 and revised benchmark (Nifty 500 TRI) values have been considered thereafter.

10. The above returns are of Regular Plan.

ICICI PRUDENTIAL MUTUAL FUND

# Disclaimers and Riskometers

## ICICI Prudential Value Discovery Fund
## (An open ended equity scheme following a value investment strategy)

**ICICI Prudential Value Discovery Fund** is suitable for investors who are seeking*:

- Long Term Wealth Creation
- An open ended equity scheme following a value investment strategy


Investors understand that their principal will be at **Very High** risk

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

**Scheme Benchmark: Nifty 500 TRI**


Benchmark Riskometer is at **Very High** risk

Please note that the Riskometer(s) specified above will be evaluated and updated on a monthly basis. The above risk-o-meters are as on September 30, 2024.
Please refer to https://icicipruamc.com/news-and-updates/all-news for more details.

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

All figures and other data given in this document are dated as of September 30, 2024 unless stated otherwise. The same may or may not be relevant at a future date. The information shall not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ICICI Prudential Asset Management Company Limited (the AMC). Prospective 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.

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