ICICI PRUDENTIAL MUTUAL FUND

IPRU SNIPPETS

DODGE THE VALUE TRAP

An Airline company, founded in 2003, gained reputation for its premium services, which included gourmet meals, comfortable seating and an enjoyable flying experience.

The company grew rapidly over the years, expanding its feet, both on the domestic and international front.

DOMESTIC

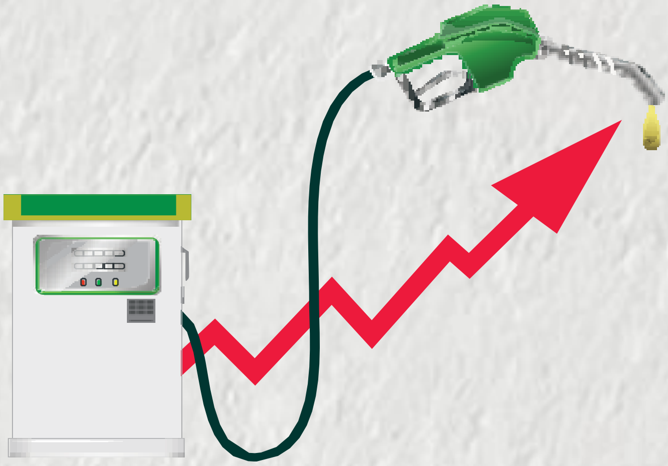
INTERNATIONAL

Despite the initial success, the company faced financial difficulties around 2008.

What strained its finances? A massive debt burden, surging fuel prices, high operating costs coupled with fierce competition within the industry.

Massive Debt Burden

Surging Fuel Prices



High Operating Costs

Fierce Competition

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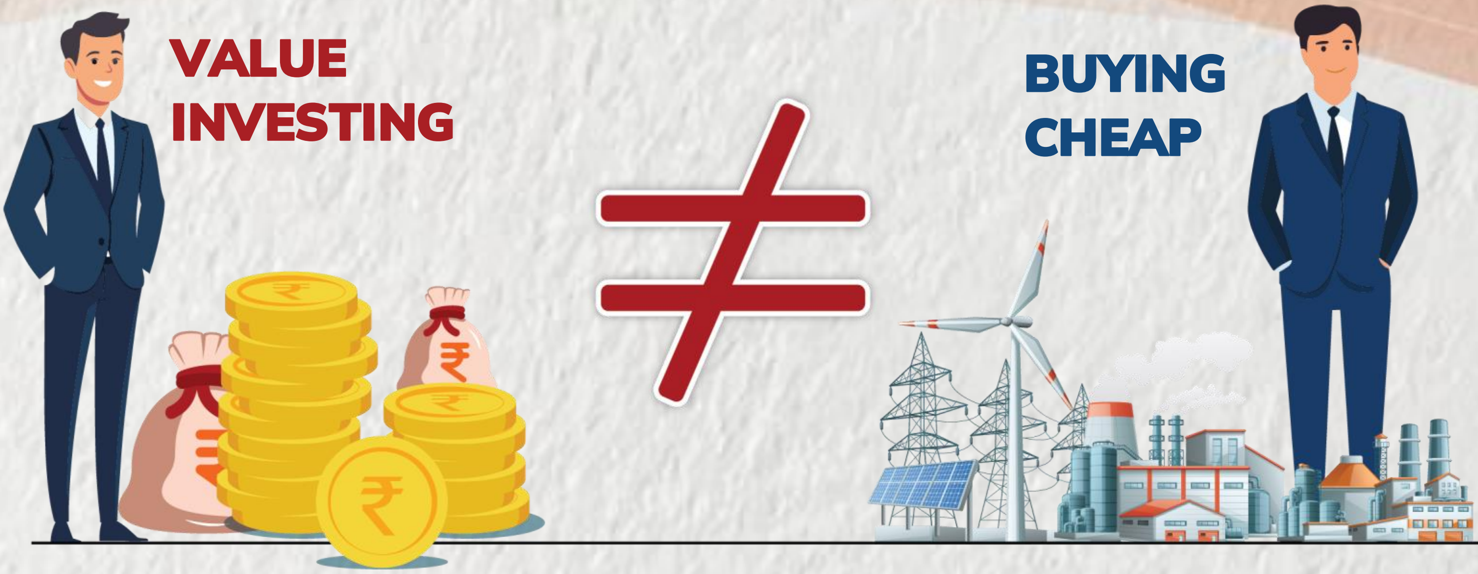
The stock price plummeted from around ₹290 in December 2007 to ₹23 in November 2008. Several investors started accumulating more shares, thinking it would be a good value buy opportunity.

However, they felt trapped as the downside continued, dragging the stock price to ₹1!

STOCK PRICE JOURNEY OF THE AIRLINE COMPANY

Source: Screener

Buying a stock just because it is available at a lower price is not value investing!



Value Investing involves selecting QUALITY COMPANIES that are trading below their intrinsic value and have strong fundamentals.

Investing in a scheme that follows the value investing style could be an effective route to benefit from such businesses.

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 TO CONSIDER ICICI PRUDENTIAL VALUE DISCOVERY FUND FOR THE LONG TERM

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.

Flexible in moving across market capitalizations to explore attractive investment opportunities.

Benchmark agnostic approach towards sector allocation.

Opportunity to create potential wealth over the long term.

ICICI PRUDENTIAL MUTUAL FUND

RETURNS OF ICICI PRUDENTIAL VALUE DISCOVERY FUND - GROWTH OPTION AS ON SEMPTEMBER 30, 2024

Particulars	1 Year		3 Years		5 Years		Since inception	
	CAGR (%)	Current Value of Investment of Rs. 10,000	CAGR (%)	Current Value of Investment of Rs. 10,000	CAGR (%)	Current Value of Investment of Rs. 10,000	CAGR (%)	Current Value of Investment of Rs. 10,000
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 the Regular Plan.

DISCLAIMERS AND RISKOMETERS

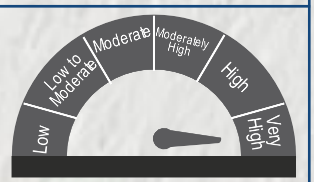
ICICI Prudential Value Discovery Fund (An open ended equity scheme following a value investment strategy) is suitable for investors who are seeking*:

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

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

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

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.