IPRU SNIPPETS

ICICI PRUDENTIAL MUTUAL FUND

Is Your Investment Portfolio Missing the Dose of Flexibility?

ICICI Prudential Mutual Fund Registration No.: MF/003/93/6

The Journey from Creating Memories to Bankruptcy

Market Reputation: Established in 1888, an American company dominated the industry with its camera equipment and range of photographic supplies.

Capturing Memories: The home-movie equipment and colour slide films were widely used by families, journalists and professional photographers.

The images used above are for illustration purpose only.

Shift in Consumer Preference: The consumer market for traditional cameras began to decline during the early 2000s.

Inability to Adapt to Market Shifts: The company hesitated to embrace digital technology, fearing it could impact its profitable film business.

The Dramatic Fall: Competitors seized the opportunity with innovative digital solutions. The increasing sales of smartphones further disrupted the industry. The company began to lose market share and filed for bankruptcy in 2012.

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Key Lessons: Flexibility to Adapt to Market Trends

Understanding Market Trends

Businesses should keep track of evolving consumer preferences.

Flexibility to Adapt

The company was not flexible to adapt to changing market trends, resulting in lower revenue.

Long-Term Vision

Businesses should maintain a long-term outlook and prepare to invest in emerging technologies.

Diversification is Key

While the company focused on film sales, its competitors ventured into digital cameras, home printing and imaging software.

A balanced portfolio could help navigate industry shifts.

If a company is not flexible to adapt to market dynamics, it could face challenges and an eventual downfall. Does the same apply to investments?

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The Flexibility to Invest Across Market Capitalizations

A Flexi Cap Fund is an open-ended dynamic equity scheme that has the flexibility to invest across large cap, mid cap and small cap stocks.

Changing Market Trends

The fund manager actively tracks macroeconomic developments and evaluates attractiveness of market cap segments across different periods.

Flexibility to Adapt

Flexi Cap Funds can shift between large, mid and small caps based on changing market conditions and relative valuations.

Long-Term Vision

Flexi Cap Funds are suitable for investors seeking long-term wealth creation prospects.

Diversification is Key

Flexi Cap Funds are spread across various industries and market capitalizations.

Presenting ICICI Prudential Flexicap Fund

(An open ended dynamic equity scheme investing across large cap, mid cap & small cap stocks)

ICICI Prudential Flexicap Fund

1

Dynamic equity scheme investing across large cap, mid cap & small cap stocks

2

While large caps could offer relative stability, mid and small caps could facilitate long-term capital appreciation

3

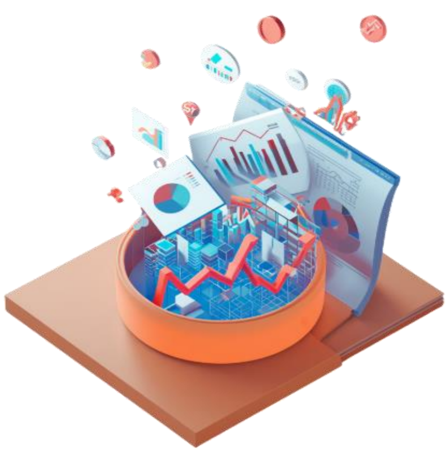
Stocks are selected based on business and economic fundamentals, driven by in-depth research techniques, liquidity/risk considerations, long-term growth prospects and valuation parameters.

4

Flexibility to move across various themes and market capitalizations, offering a diversified basket.

5

Suitable for an **indicative investment horizon of 5 years and above**

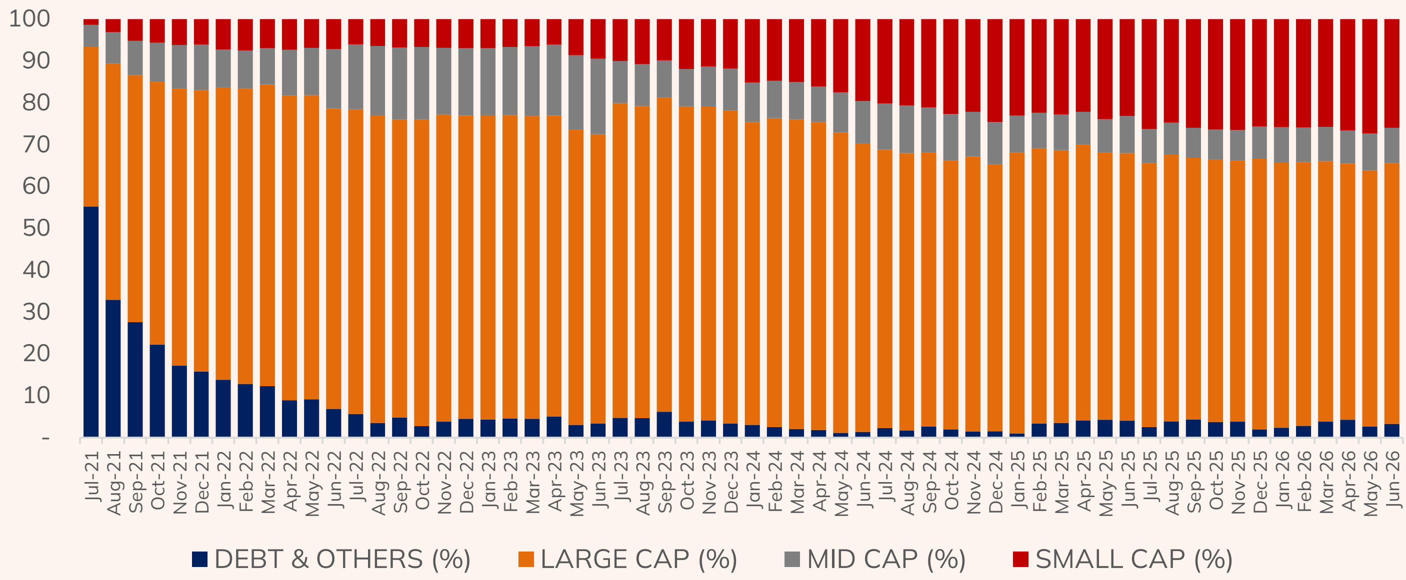


The asset allocation and investment strategy will be as per the Scheme Information Document. The portfolio of the Scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme.

Presenting ICICI Prudential Flexicap Fund

(An open ended dynamic equity scheme investing across large cap, mid cap & small cap stocks)

The Scheme allocates dynamically between market caps based on market conditions and relative valuations.

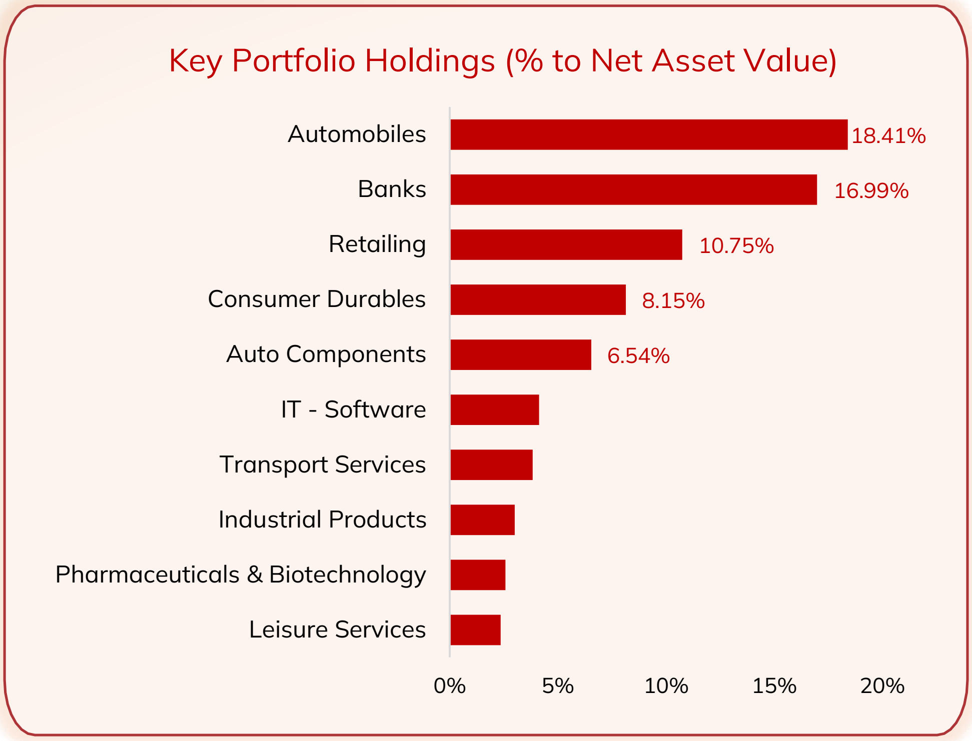


Market Cap Allocation	Jun 2026	May 2026	Apr 2026	Mar 2026	Feb 2026	Jan 2026	Dec 2025	Nov 2025
Large Cap (%)	62.38	61.13	61.18	62.26	62.98	63.46	64.62	62.37
Mid Cap (%)	8.40	8.86	7.98	8.15	8.28	8.38	7.69	7.32
Small Cap (%)	25.98	27.38	26.61	25.80	25.92	25.86	25.72	26.55
Debt & Others (%)	3.24	2.63	4.23	3.79	2.82	2.30	1.97	3.76
Total	100	100	100	100	100	100	100	100

Source: MFI360 Explorer. Data as on June 30, 2026. The asset allocation and investment strategy will be as per the Scheme Information Document. The portfolio of the Scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. The MFI Explorer is a tool provided by ICRA Online Ltd. For the standard disclaimer please visit http://www.icraonline.com/legal/standard-disclaimer.html.

Presenting ICICI Prudential Flexicap Fund

(An open ended dynamic equity scheme investing across large cap, mid cap & small cap stocks)



Portfolio Positioning

- Retailing: Growth potential on the back of structural tailwinds, rising income levels and low modern retail penetration. Premium consumption growth benefits from consumers shifting to branded apparels and organized fashion. Retailing consists of market share gainers over and above industry average.

- Consumer Discretionary: There has been a rise in addressable market given the rising income levels. Consumers are increasingly preferring brands. Hence, there has been a share shift from unorganized to organized players. As spending formalizes, this industry may benefit.

- Automobiles: India has relatively low vehicle penetration compared to developed markets. However, aspirational demand is high, which could support domestic demand. Key players are steadily gaining market share leadership.

- Banks: Factors such as high credit growth, strong asset quality of leading banks and market share gains by well run players bode well for the industry.

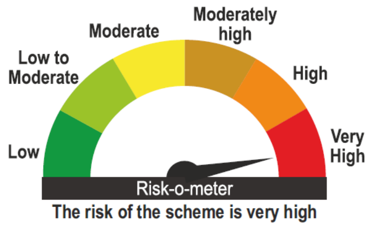
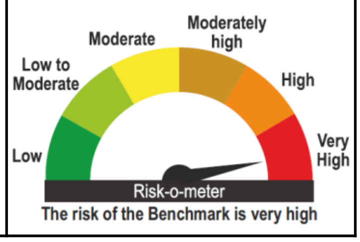
Source: Data as on June 30, 2026. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information document of the scheme. Please refer to the SID for investment pattern, strategy and risk factors. The asset allocation and investment strategy will be as per the Scheme Information Document. The sector(s)/stock(s) mentioned in this document do not constitute any recommendation of the same and ICICI Prudential Mutual Fund may or may not have any future positions in these sector(s)/stock(s). IT: Information Technology.

Returns of ICICI Prudential Flexicap Fund – Growth Option as on June 30, 2026

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	**5.09**	**10509.11**	**15.39**	**15368.34**	-	-	**14.55**	**19610.00**
BSE 500 TRI (Benchmark)	-1.96	9803.82	12.52	14250.63	-	-	11.88	17441.65
Nifty 50 TRI (Additional Benchmark)	-5.42	9457.98	8.80	12881.80	-	-	9.78	15880.48
NAV (Rs.) Per Unit (as on June 30,2026 : 19.61)	**18.66**		**12.76**		-		**10.00**	

Notes: 1. Different plans shall have different expense structure. The performance details provided herein are of ICICI Prudential Flexicap Fund. 2. The scheme is currently managed by Rajat Chandak. Mr. Rajat Chandak has been managing this fund since July 2021. Total Schemes managed by the Fund Manager (Equity) is 5 (4 are jointly managed). Refer annexure from page no. 114 for performance of other schemes currently managed by Rajat Chandak. 3. Date of inception: 17-Jul-21. 4. As the Scheme has completed more than 3 year but less than 5 years, the performance details of since inception,1 & 3 year are provided herein. 5. Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. 6. Load is not considered for computation of returns. 7. 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 8. NAV is adjusted to the extent of IDCW declared for computation of returns. 9. The performance of the scheme is benchmarked to the Total Return variant of the Index. 10. The above returns are of the regular plan.

Risk-o-meter

	Scheme	Benchmark (BSE 500 TRI)
ICICI Prudential Flexicap Fund (An open ended dynamic equity scheme investing across large cap, mid cap & small cap stocks) is suitable for investors who are seeking*: • Long term wealth creation • An open ended dynamic equity scheme investing across large cap, mid cap and small cap stocks *Investors should consult their financial advisers if in doubt about whether the product is suitable for them.		

Please note that the Risk-o-meter(s) specified above will be evaluated and updated on a monthly basis. Riskometers are as on June 30, 2026. Please refer to https://www.icicipruamc.com/media-center for more details.

Disclaimer

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

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