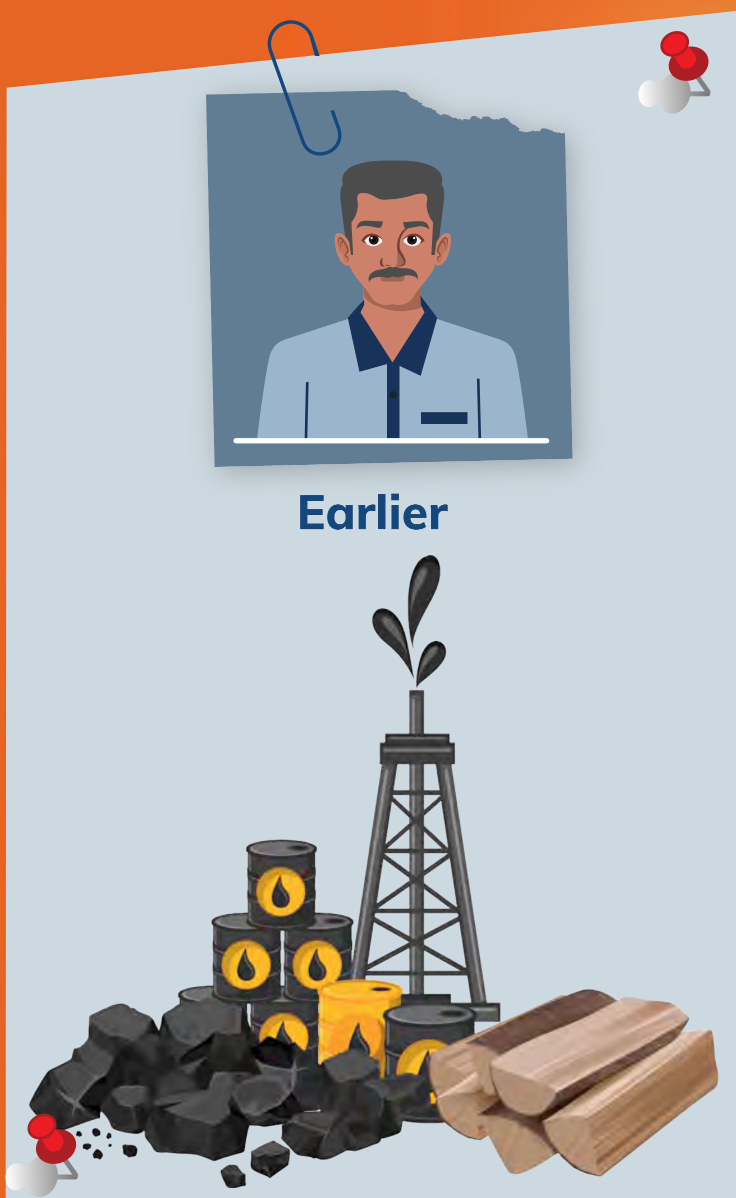
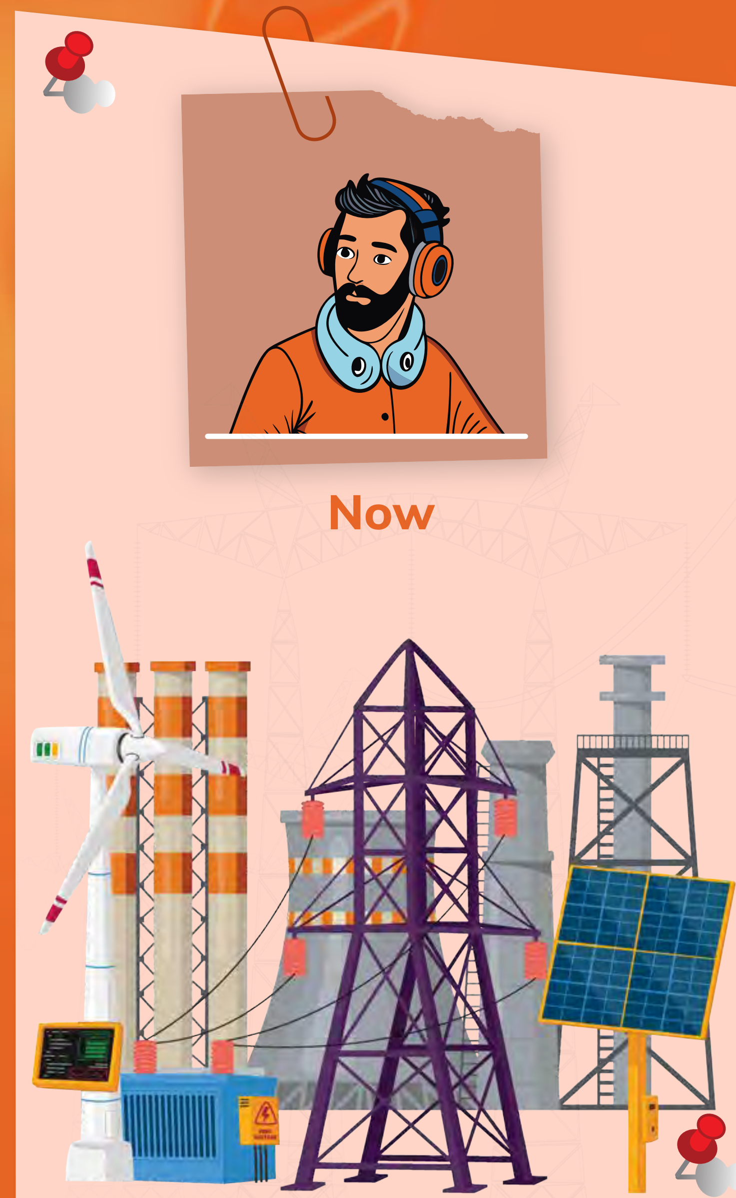
ICICI PRUDENTIAL MUTUAL FUND

IPRU SNIPPETS

TRANSFORMATION OF THE ENERGY LANDSCAPE



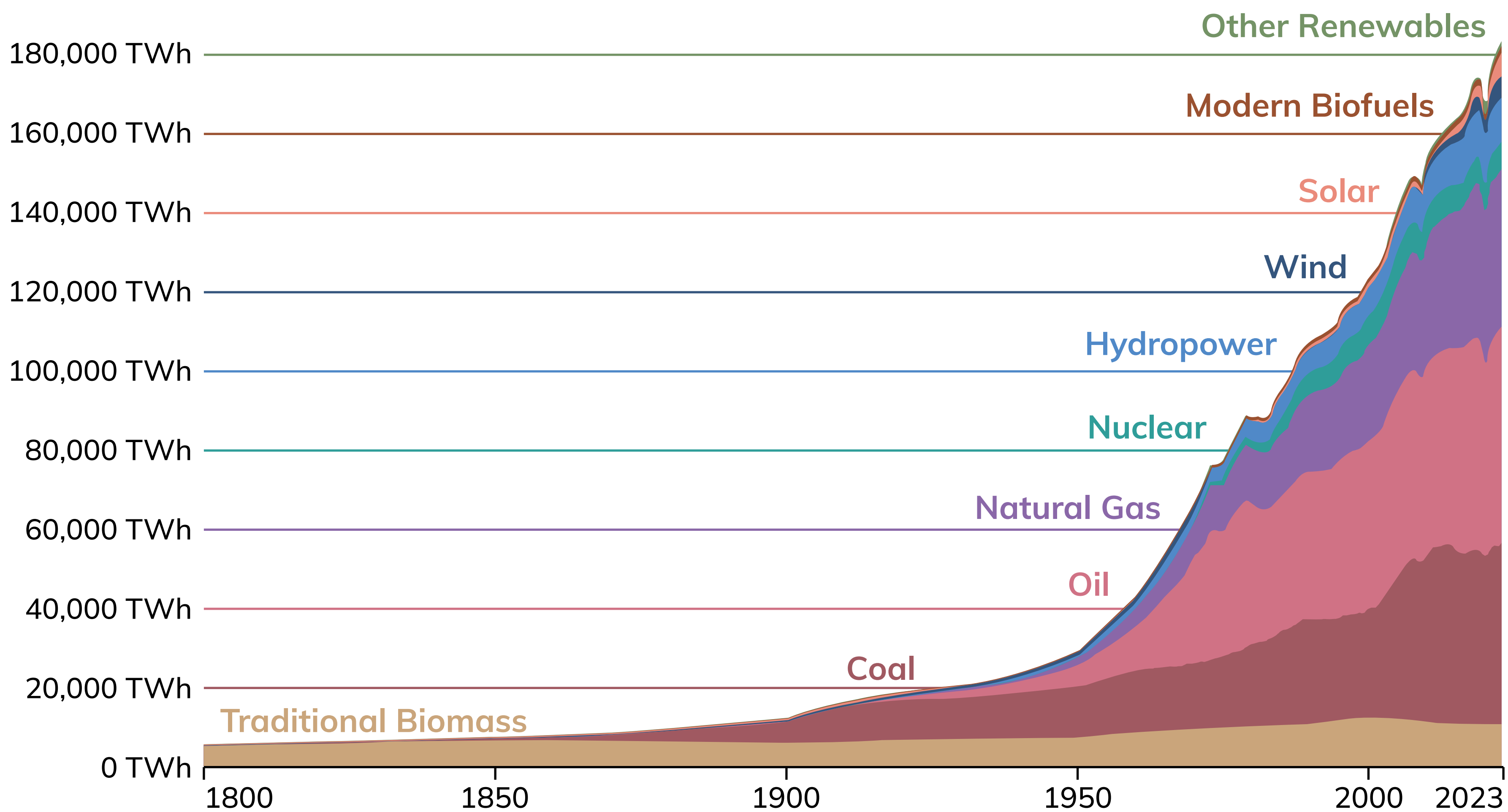
Earlier

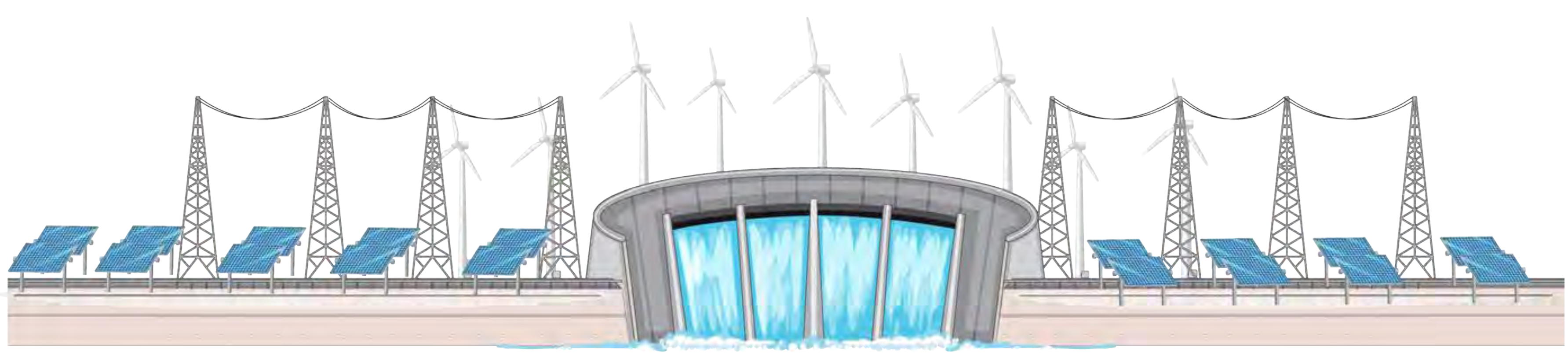


Now

THE ENERGY LANDSCAPE HAS TRANSFORMED DRAMATICALLY SINCE THE INDUSTRIAL REVOLUTION

Global Primary Energy Consumption (TWh)

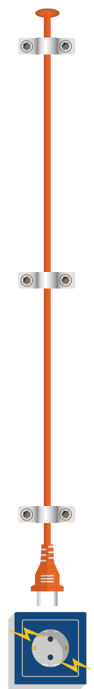




Data Source: OurWorldInData.org/energy. Data as on December 2023. Note: Traditional biomass is assumed constant since 2015. Primary energy is based on the substitution method and measured in terawatt-hours. TWh: Terawatt-hour

CHANGING DEMOGRAPHICS

More Energy Consumption

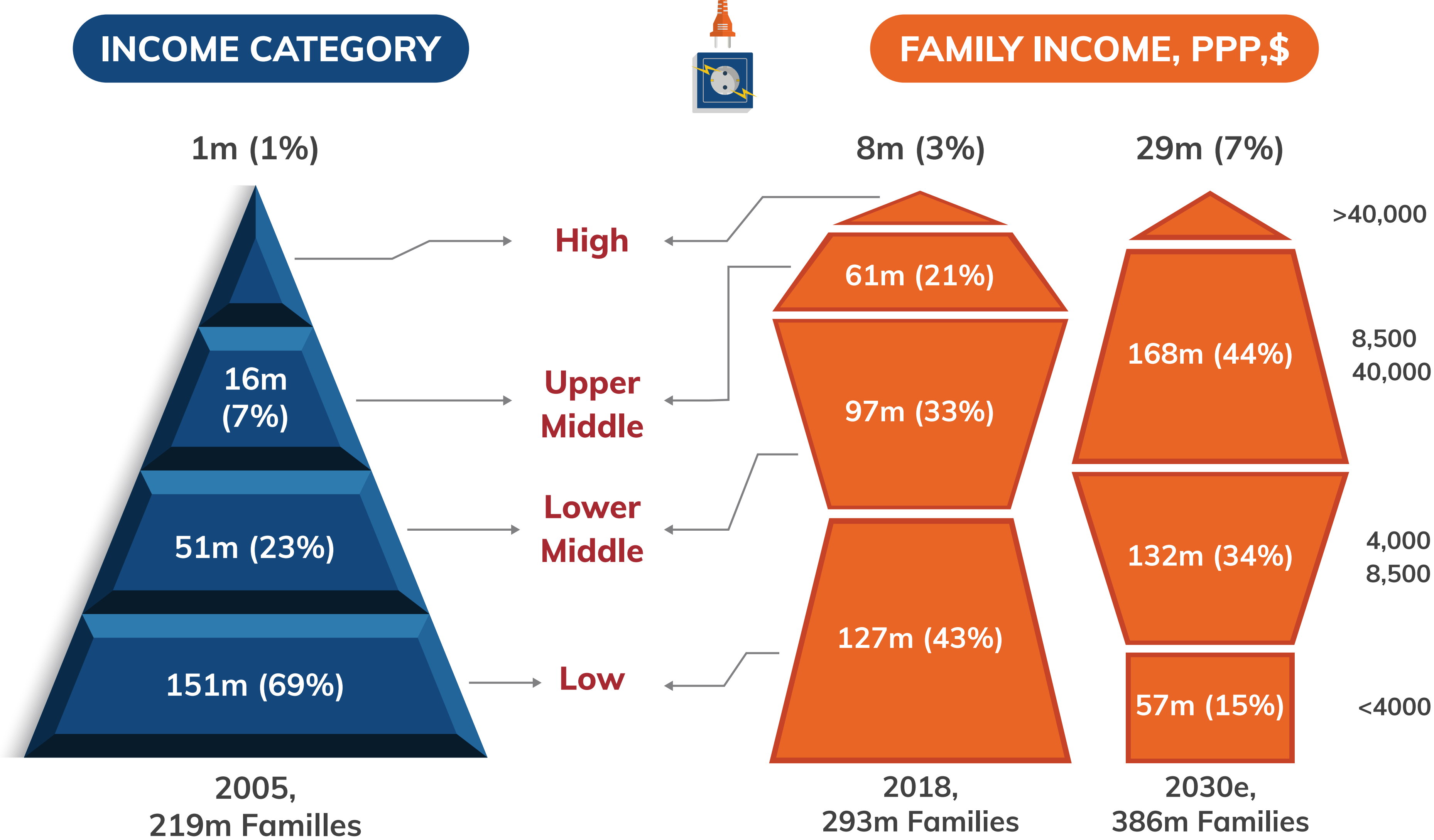


Earlier

Earlier, a major portion of the Indian population fell in the lower income group, where discretionary spending was on the lower side

Now

But now, rising income levels and a better standard of living support the Premiumization theme, which is directly correlated with the Energy sector



Source: WEF, Anand Rathi Research, m: million, e: estimate

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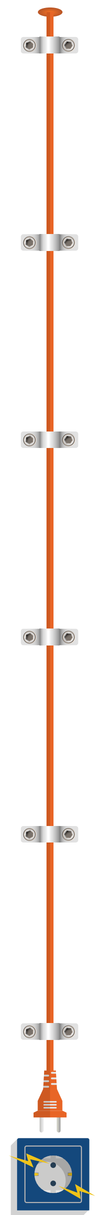
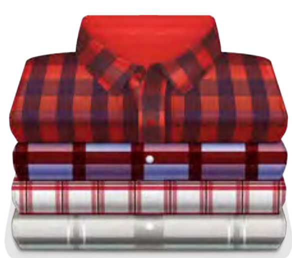
CHANGE IN LIFESTYLE

More Energy Consumption



Earlier

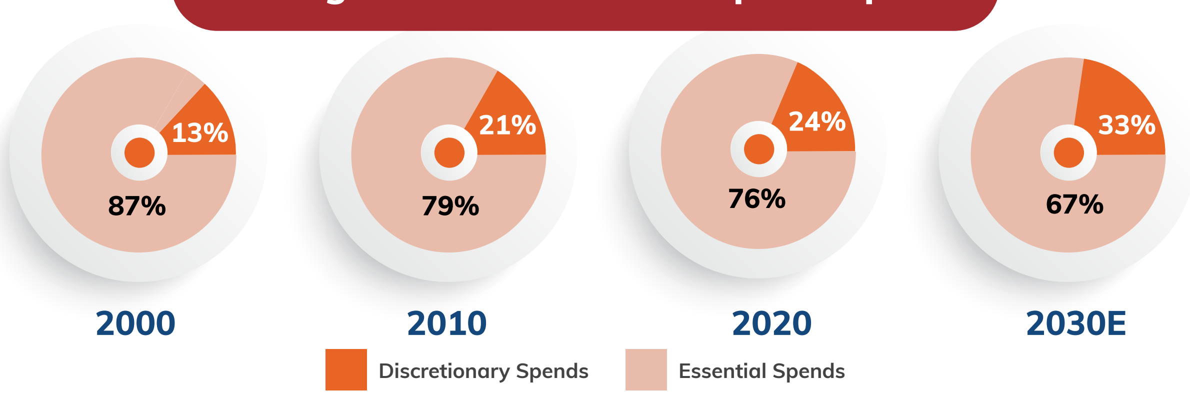
Focused on basic needs – Roti, Kapda and Makaan



Now

But now, besides Roti, Kapda, Makaan, electrical gadgets and appliances have become a necessity, leading to an increase in Energy consumption

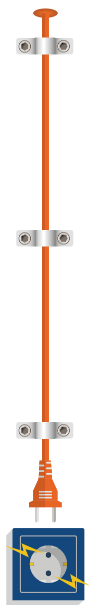
Average Household Consumption Spend



Data Source: Macquarie Research

RAPID URBANIZATION

More Energy Consumption



Earlier

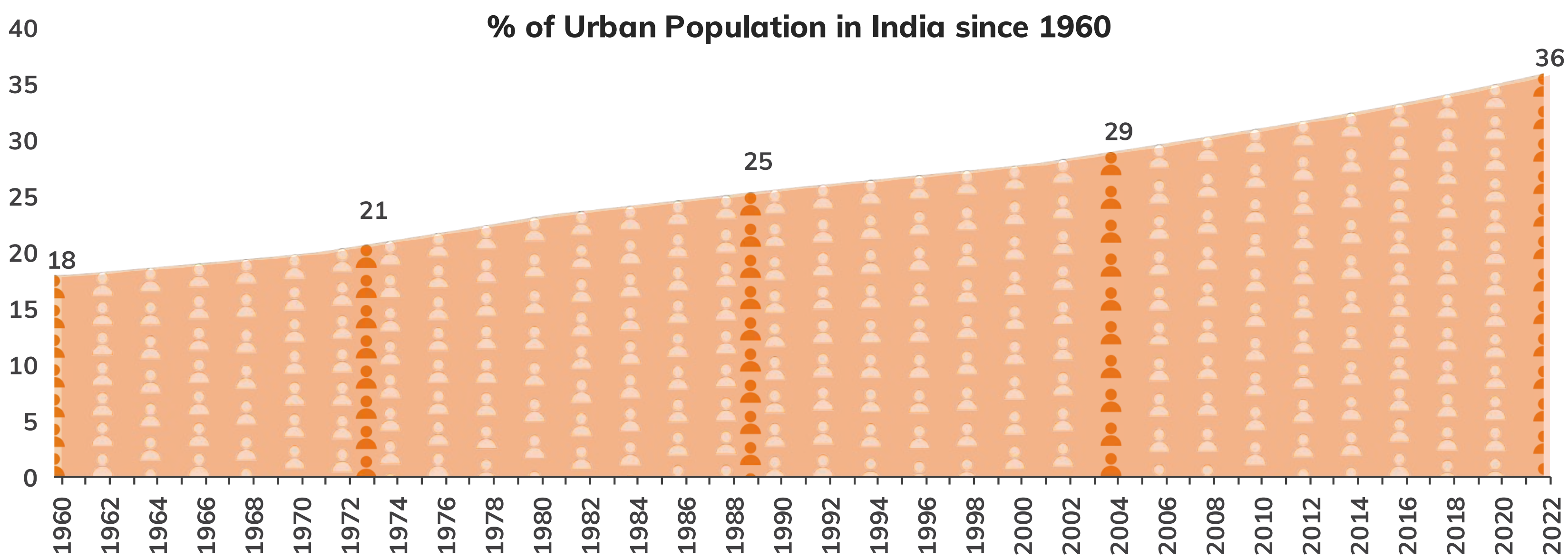
The needs of residents in rural and semi urban regions were basic.

The resources were limited coupled with supply side constraints

Now

There has been a steady rise in the urban population, which means more demand for affordable housing, amenities and the forms of Energy

The images used are for illustration purpose only.



Data Source: World Bank, Data as on December 31, 2022

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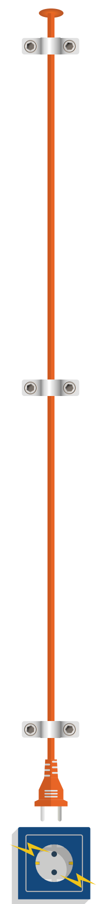
USE OF TECHNOLOGY FOR CONVENIENCE

More Energy Consumption



Earlier

Earlier, all the work was manual

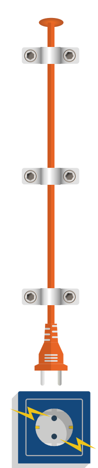
Now

But now, chatbots and virtual assistances are available. A Chatbot query needs nearly 10 times as much electricity to process as a google search*

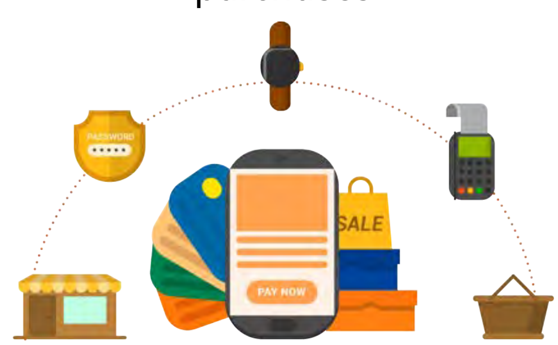
INCREASE IN DIGITAL PAYMENTS

More Energy Consumption

Earlier, paper money was primarily used for transactions



But now, we prefer digital payment modes and electronic portals for online purchases



Source : *Goldman Sachs - AI is poised to drive 160% increase in data center power demand (goldmansachs.com), Forbes - ChatGPT and Generative AI Innovations Are Creating Sustainability Havoc (forbes.com).

DIGITAL COMMUNICATION

More Energy Consumption

Earlier

Earlier, a telephone was majorly used for communication

Now

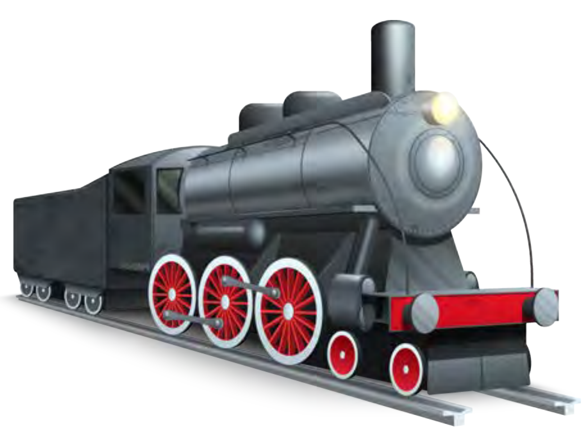
But now, smartphones, laptops, broadcasting stations, etc. are widely used for disseminating information and digital communication, driving the Energy demand

INFRASTRUCTURAL DEVELOPMENT

More Energy Consumption

Earlier

Earlier, the basic modes of transport were a car, bus and train



Now

But now, you would also see several electric vehicles on the road.

Also, the Government is focusing on construction of metros, highways and shipping ports, which has pushed Energy consumption even further

INDUSTRIAL DEVELOPMENT

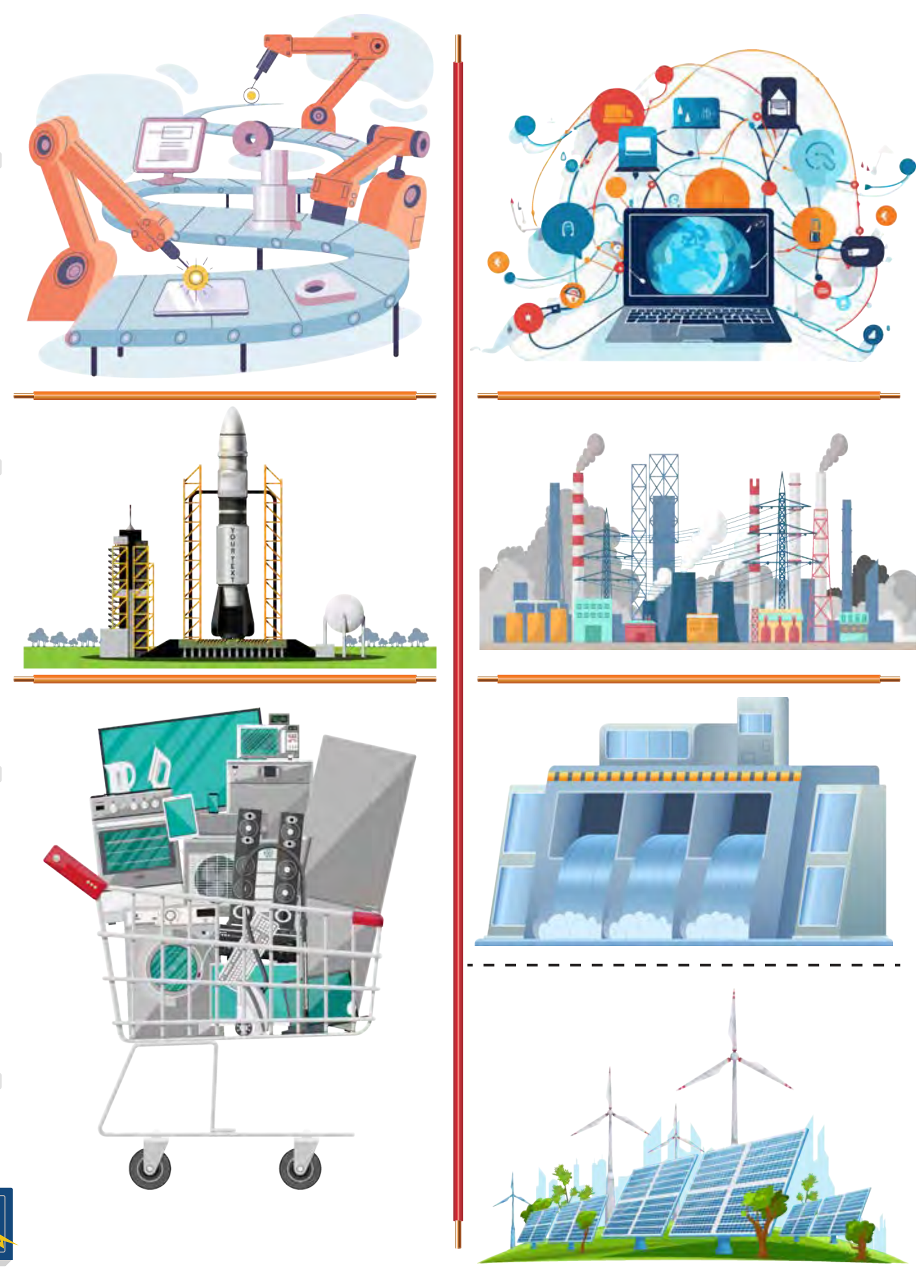
More Energy Consumption

Earlier

Earlier, there were limited industries as needs were basic

Now

But now, with diverse needs, the Indian industrial landscape has expanded dramatically, leading to higher penetration of Energy



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MANUFACTURING ACTIVITIES ARE ON THE RISE

More Energy Consumption

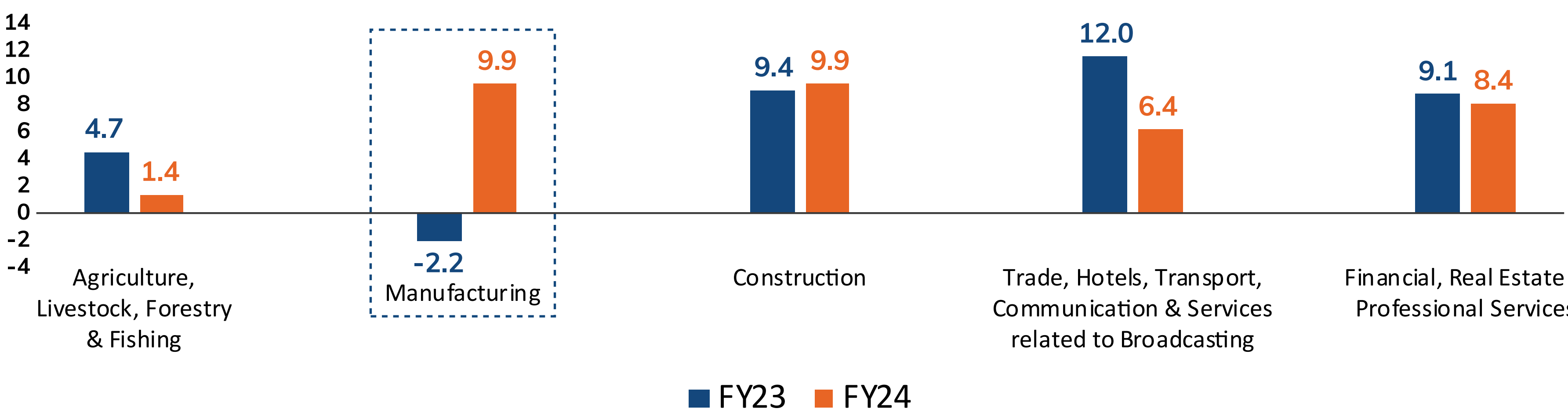
Earlier

Earlier, the focus was more on agriculture and the services sector

Now

But now, 'Make in India' provides an impetus for manufacturing activities, which will require Energy

Sector-wise Growth Rates (%) of Real Gross Value Added (GVA)



Data Source: Ministry of Statistics and Programme Implementation (MoSPI). FY23 Data is the First Revised Estimates. FY24 Data is Provisional Estimates

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THE ENERGY LANDSCAPE IS EVER EVOLVING, OFFERING A WIDE SPECTRUM OF OPPORTUNITIES

You can consider

ICICI Prudential Energy Opportunities Fund

to Fuel Your Portfolio with the Power of Energy

Now Open for Investment

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ICICI PRUDENTIAL MUTUAL FUND

ICICI PRUDENTIAL ENERGY OPPORTUNITIES FUND

Investment Universe

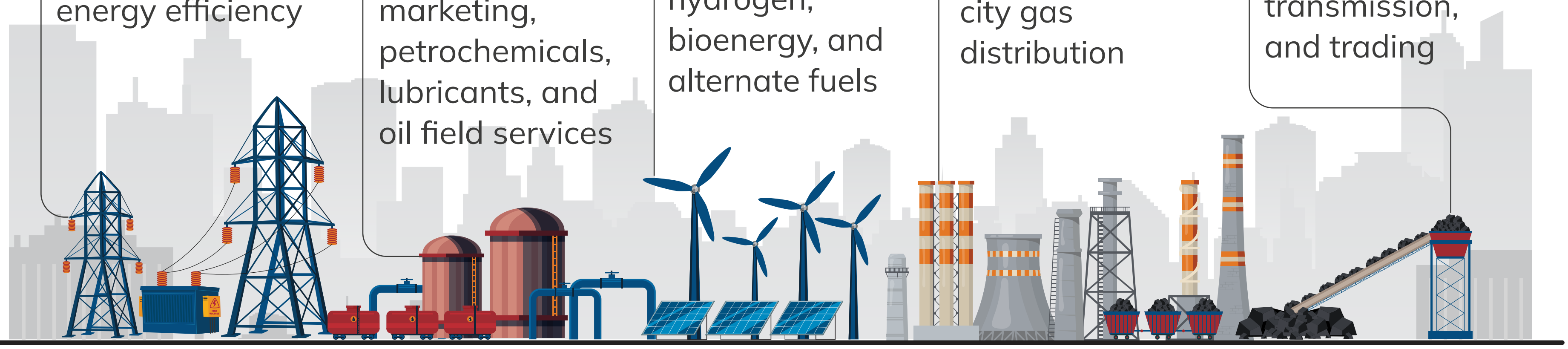
Power Ancillaries:
Energy EPC, T&D, heavy electrical equipment, energy efficiency

Oil Value Chain
Exploration, refining, marketing, petrochemicals, lubricants, and oil field services

Green Energy
Solar, wind, hydrogen, bioenergy, and alternate fuels

Gas Value Chain
Gas transmission, LNG terminals, city gas distribution

Power Value Chain
Coal producers, power generation, transmission, and trading



The above list is inclusive and not exhaustive. The stock(s)/sector(s) mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in these stock(s)/sector(s). | EPC: Engineering, Procurement and Construction | T&D: Transmission & Distribution | LNG: Liquefied Natural Gas

The Scheme is a diversified portfolio of companies involved in the Energy theme, providing investors a route to benefit from the vast opportunities across this value chain.

Proposed Portfolio Construct

ENERGY

Predominantly taking exposure to companies involved in the traditional & new energy sectors

OPPORTUNITIES

Investing in businesses that support the energy companies (allied business activities)

The asset allocation and investment strategy will be as per the SID.

Riskometer & Disclaimer

ICICI Prudential Energy Opportunities Fund (An open-ended equity scheme following the energy theme) is suitable for investors who are seeking*:

- Long Term Wealth Creation
- An equity scheme that predominantly invests in instruments of companies engaged in and/or expected to benefit from the growth in traditional & new energy sectors & allied business activities

*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

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

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It may be noted that the scheme risk-o-meter specified above is based on the internal assessment of the scheme characteristics and may vary till the actual investments are made. The same shall be updated on ongoing basis in accordance with paragraph 17.4 of the Master Circular.