Once upon a Time

THE ULTIMATE TAKEOVER BY FEAR

ICICI PRUDENTIAL MUTUAL FUND

Egyptians had Profound Respect for Cats

In ancient Egypt, **Cats were closely associated with the Goddess Bastet.***

Killing a cat was considered a sin due to its **divine significance.**

*World History Encyclopedia

Persia's Quest to Conquer Egypt

Egyptians progressed in various fields, such as architecture and mathematics.

Persia, a powerful empire of that era, **decided to expand its territory by taking over Egypt.**

The Battle between two mighty empires — Persia and Egypt

The **Persian and Egyptian soldiers marched towards Pelusium** for war.

Knowing the Egyptians' respect for cats, **the Persian leader instructed his army to place cats on the battle line.**

Persians also painted cats on their shields.

Persia's Unexpected Move Baffled Egyptians

Egyptians were taken aback to see cats on the battlefield.

The fear of hurting the sacred animal forced them to **retreat and accept defeat.**

Once upon a Time

ICICI PRUDENTIAL MUTUAL FUND

The Egyptians did not expect the Persians to play a foul game – **Emotions took charge** as their unfounded fear of attacking cats **compelled them to withdraw.**

Similarly, markets are inherently volatile with unpredictable twists and turns. No one can anticipate a global slowdown, geopolitical tensions and black-swan events like the pandemic –
Emotions may take over amidst unforeseen circumstances, **forcing investors to withdraw.**

How can you prepare for any curveball thrown by the market?

You could invest in a **scheme that is diversified across different asset classes, such as Equity, Debt, Commodities, REITs and InvITs** with the flexibility to change allocation based on prevailing market conditions.

Asset Class	Benefit of the Asset Class
Equity	Tends to perform well during economic growth periods, facilitating long-term capital appreciation
Debt	Provides reasonable stability during economic downturns
Gold/Silver ETFs	Potential hedge against market uncertainties and high inflation environment
REITs/InvITs	Opportunity to enhance the portfolio yield

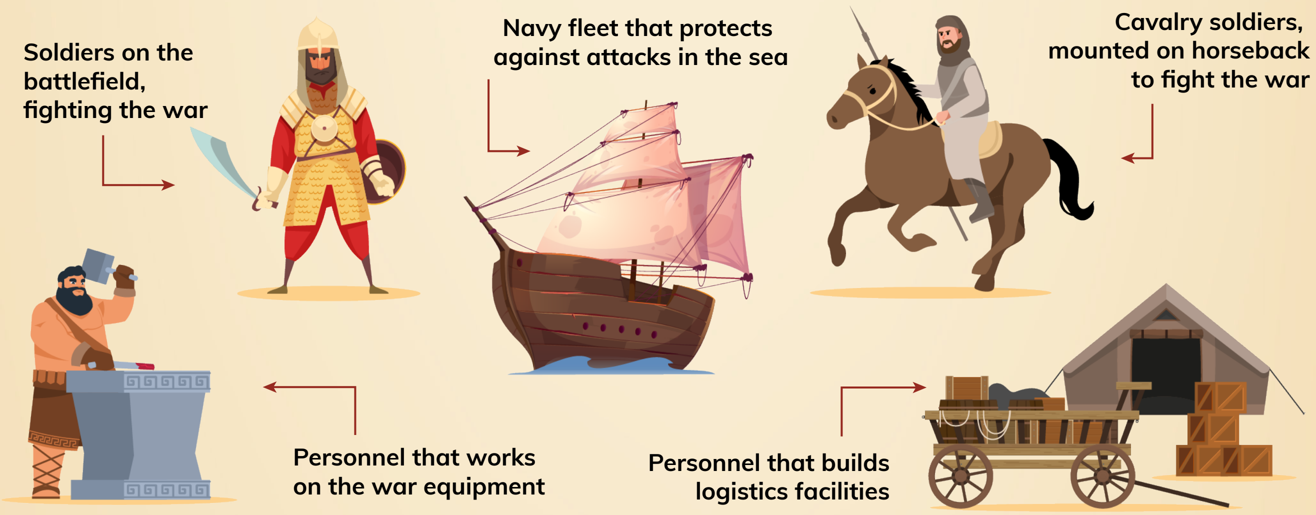
InvITs: Units of Infrastructure Investment Trusts, REITs: Units of Real Estate Investment Trust, ETFs: Exchange Traded Funds.

4 Compelling Reasons to Invest in ICICI Prudential Multi-Asset Fund

CELEBRATING 22 YEARS

1 Provides a combination of different asset classes

A well-rounded army consists of soldiers undertaking different functions:



Similarly, **ICICI Prudential Multi-Asset Fund** offers a blend of different asset classes, which could strengthen the portfolio.

Portfolio Allocation (% of AUM)

- Net Equity^ 50.47%
- Debt Holdings & Net Current Assets 27.27%
- Gold ETFs/ETCDs 5.64%
- Silver ETFs/ETCDs 4.93%
- Other Commodities Futures* 1.43%
- REITs & InvITs 1.10%

Source: MFI Explorer. Data of Portfolio allocation (% of AUM) as on September 30, 2024.
^Net equity levels are calculated after adjusting for derivatives exposure (including notional exposure of index options). *Other commodities futures include futures of Crude Oil, Natural Gas, Copper, Zinc & Aluminum. Please refer to factsheet for more details. ETCDs: Exchange Traded Commodity Derivatives. ETFs: Exchange Traded Funds. Portfolio of the scheme is subject to changes within provisions of the Scheme Information Document of the Scheme. Please refer to SID for investment pattern, strategy and risk factors. Gold/Silver ETCDs have been taken on a nominal exposure basis. ETCDs and Commodity Futures are part of Net Current Assets. However, they have also been shown separately for representation purpose only. Asset allocation and investment strategy will be as per SID. MFI Explorer is a tool provided by ICRA Online Ltd. For their disclaimer, please visit http://www.icraonline.com/legal/standard-disclaimer.html. AUM: Asset Under Management

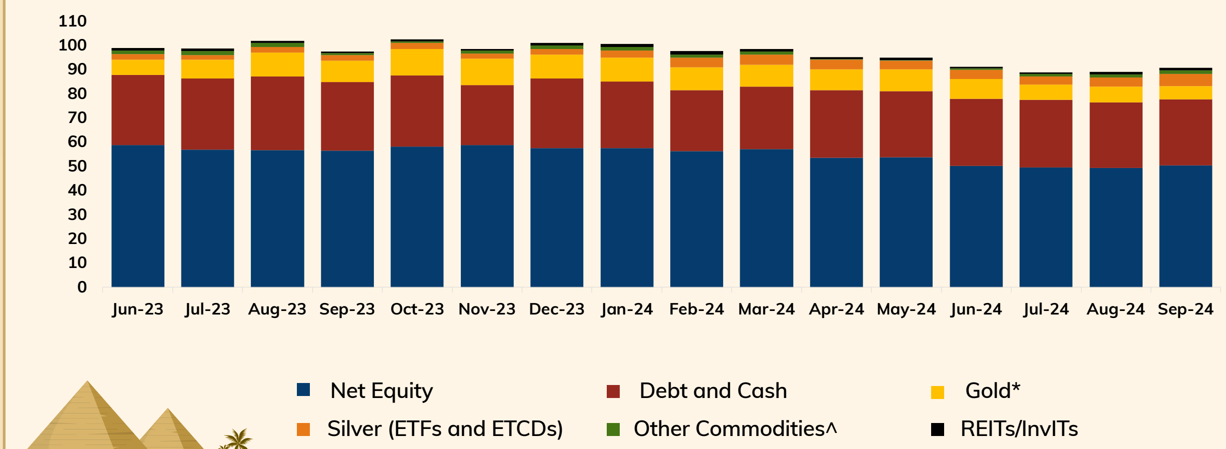
2 Flexibility to Change Allocation basis market conditions

During a war, soldiers may face an unanticipated move from their opposition (Just like how the Persians strategized against the Egyptians). **Inability to adapt to situations could lead to their downfall.**

Similarly, asset classes are required to be managed dynamically basis changing market conditions, be it an inflationary environment, economic expansion or a slump.

ICICI Prudential Multi-Asset Fund changes asset allocation based on different market environments, facilitating a smoother investment journey.

Portfolio Allocation (%)



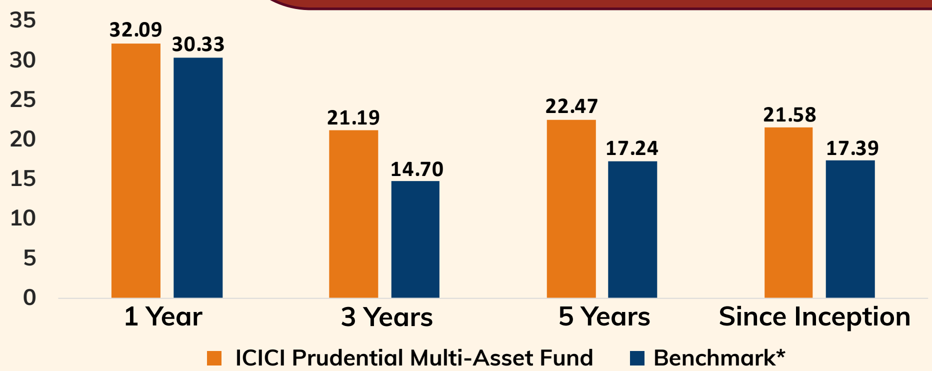
Source: MFI Explorer. The net equity level is after adjusting for derivatives (including notional exposure of index options). Please refer to the factsheet for more details. ETCDs: Exchange Traded Commodity Derivatives. ETFs: Exchange Traded Funds. ^Other Commodities includes Copper Futures, Crude Oil Futures, Aluminum Futures, Zinc Futures and Natural Gas Futures. *Gold includes Gold ETCDs, Gold ETFs and Gold (995 Purity). Please refer to the factsheet for more details. The asset allocation and investment strategy will be as per Scheme Information Document. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. Please refer to the Scheme Information Document for investment pattern, strategy and risk factors. Please refer MFI Explorer is a tool provided by ICRA Online Ltd. For their disclaimer, please visit http://www.icraonline.com/legal/standard-disclaimer.html.

3 Skills with a Sound Track Record

A leader plays an important role in strategizing and guiding the army. **Similarly, skill is key to navigate dynamic market conditions.**

ICICI Prudential Multi-Asset Fund has delivered a CAGR of 21.58% since inception
The benchmark has delivered a CAGR of 17.39% since inception

ICICI Prudential Multi-Asset Fund - Returns (%)



Source: Data as on September 30, 2024. MFI Explorer. The scheme performance is benchmarked to the Total Return variant of the Index. *Scheme Benchmark is Nifty 200 TRI (65%) + Nifty Composite Debt Index (25%) + Domestic Price of Gold (6%) + Domestic Price of Silver (1%) + iCOMDEX Composite Index (3%) (w.e.f July 01,2023.). Past performance may or may not be sustained in future. Inception Date: October 31, 2002. CAGR: Compound Annual Growth Rate. Please refer MFI Explorer is a tool provided by ICRA Online Ltd. For their disclaimer, please visit http://www.icraonline.com/legal/standard-disclaimer.html.

4 A Tax Efficient Investment Option

Tracking the movement of equity, bonds, gold and other commodities could be a hassle for investors. Moreover, frequent buying and selling of securities could result into higher tax outgo.

ICICI Prudential Multi-Asset Fund combines the benefits of different asset classes and actively manages the allocation due to which, there is no tax liability on the investor when the portfolio allocation is changed.*

*Prospective investors are advised to consult their own tax advisors to determine possible tax and other financial implications or consequence of subscribing to the units of ICICI Prudential Mutual Fund.

It is time to tame our emotions and not let fear overrule.
The Egyptians may now agree, do you?

Click below to know more about **ICICI Prudential Multi-Asset Fund**, which could help keep fear at bay amidst different market conditions.

Click Here

Disclaimers and Riskometers

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.)

Returns of ICICI Prudential Multi-Asset 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	32.09	13229.40	21.19	17810.51	22.47	27582.99	21.58	726502.50
Nifty 200 TRI (65%) + Nifty Composite Debt Index (25%) + Domestic Price of Gold (6%) + Domestic Price of Silver (1%) + iCOMDEX Composite Index (3%)	30.33	13052.01	14.70	15097.32	17.24	22171.68	17.39	336494.42
Nifty 50 TRI (Additional Benchmark)	32.80	13300.30	14.92	15183.62	18.95	23838.99	17.81	363715.16
NAV (Rs.) Per Unit (As on September 30, 2024 : 726.5025)	549.1575		407.9067		263.3879		10.00	

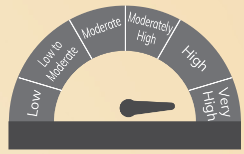
Notes:
1. Different plans shall have different expense structure. The performance details provided herein are of ICICI Prudential Multi-Asset Fund.
2. The scheme is currently managed by Sankaran Naren, Ihab Dalwai, Manish Banthia, Akhil Kakkar, Gaurav Chikane, Sri Sharma and Sharmila D'mello. Mr. Sankaran Naren has been managing this fund since Feb 2012. Total Schemes managed by the Fund Manager is 14 (14 are jointly managed). Mr. Ihab Dalwai has been managing this fund since June 2017. Total Schemes managed by the Fund Manager is 4 (3 are jointly managed). Mr. Manish Banthia has been managing this fund since Jan 2024. Total Schemes managed by the Fund Manager is 25 (25 are jointly managed). Mr. Akhil Kakkar has been managing this fund since Jan 2024. Total Schemes managed by the Fund Manager is 6 (6 are jointly managed). Mr. Gaurav Chikane has been managing this fund since August 2021. Total Schemes managed by the Fund Manager is 3 (1 are jointly managed). Ms. Sri Sharma has been managing this fund since Apr 2021. Total Schemes managed by the Fund Manager is 6 (6 are jointly managed). Ms. Sharmila D'mello has been managing this fund since May 2024. Total Schemes managed by the Fund Manager is 9 (7 are jointly managed). Refer annexure from page no. 109 for performance of other schemes currently managed by Sankaran Naren, Ihab Dalwai, Manish Banthia, Akhil Kakkar, Gaurav Chikane, Sri Sharma and Sharmila D'mello.
3. Date of inception: 31-Oct-02.
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 performance of the scheme is benchmarked to the Total Return variant of the Index. For benchmark performance, values of Nifty 50 TRI have been used since inception till 27th May, 2018 and w.e.f. 28th May, 2018 values of Nifty 200 Index (65%) + Nifty Composite Debt Index (25%) + LBMA AM Fixing Prices (10%) have been considered thereafter. The Benchmark of Scheme has been changed to Nifty 200 TRI (65%) + Nifty Composite Debt Index (25%) + Domestic Price of Gold (6%) + Domestic Price of Silver (1%) + iCOMDEX Composite Index (3%) w.e.f. July 1, 2023.
8. Mr. Anuj Tagra has ceased to be the Fund Manager of the Scheme w.e.f. January 22, 2024.
9. The above returns are of the Regular Plan.

Scheme Riskometer

ICICI Prudential Multi-Asset Fund 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 understand that their principal will be at **Very High** risk

Benchmark Riskometer

Scheme Name	Benchmark Name
ICICI Prudential Multi-Asset Fund	Nifty 200 TRI (65%) + Nifty Composite Debt Index (25%) + Domestic Price of Gold (6%) + Domestic Price of Silver (1%) + iCOMDEX Composite Index (3%)

Benchmark riskometer is at **High** risk.

Please note that the Risk-o-meter(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://www.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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