

Name of the Asset Management Company:
ICICI Prudential Asset Management Company Limited
 Name of the Mutual Fund:
ICICI Prudential Mutual Fund

Sponsors:	ICICI Bank Limited: Regd. Office: ICICI Bank Tower, Near Chakli Circle, Old Padra Road, Vadodara - 390 007, Gujarat, India; and Prudential plc (through its wholly owned subsidiary, Prudential Corporation Holdings Limited): 1 Angel Court, London EC2R 7AG, United Kingdom
Trustee :	ICICI Prudential Trust Limited Corporate Identity Number: U74899DL1993PLC054134 Regd. Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi-110 001
Investment Manager:	ICICI Prudential Asset Management Company Limited Corporate Identity Number: U99999DL1993PLC054135 Regd. Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi-110 001. Corporate Office: One BKC, 13th Floor, Bandra Kurla Complex, Mumbai - 400051. Tel: +91 22 2652 5000, Fax: +91 22 2652 8100 Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai 400 063. Tel: (91) (22) 26852000, Fax: (91)(22) 2686 8313. website:www.icicipruamc.com, email id: enquiry@icicipruamc.com

KEY INFORMATION MEMORANDUM

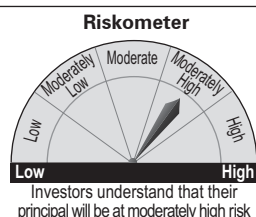
ICICI PRUDENTIAL BLUECHIP FUND

An open ended equity scheme predominantly investing in large cap stocks.

THIS PRODUCT IS SUITABLE FOR INVESTORS WHO ARE SEEKING*:

- Long Term Wealth Creation
- An open ended equity scheme predominantly investing in large cap stocks.

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



Continuous offer for units at NAV based price for face value of Rs. 10/- each

This Key Information Memorandum (KIM) sets forth the information, which a prospective investor ought to know before investing. **For further details of the Schemes/Mutual Fund, due diligence certificate by AMC, Key Personnel, Investors' rights & services, risk factors, penalties & pending litigations etc. investors should, before investment, refer to the Scheme Information Document and Statement of Additional Information available free of cost at any of the Investor Service Centres or distributors or from the website www.icicipruamc.com.**

The Scheme particulars have been prepared in accordance with Securities and Exchange Board of India (Mutual Funds) Regulations 1996, as amended till date, and filed with Securities and Exchange Board of India (SEBI). The units being offered for public subscription have not been approved or disapproved by SEBI, nor has SEBI certified the accuracy or adequacy of this KIM.

KEY SCHEME FEATURES OF ICICI PRUDENTIAL BLUECHIP FUND

TYPE	An open ended equity scheme predominantly investing in large cap stocks.		
INVESTMENT OBJECTIVE	To generate long term capital appreciation and income distribution to investors from a portfolio that is predominantly invested in equity and equity related securities of large cap companies. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.		
ASSET ALLOCATION PATTERN (For additional details, refer to the Scheme Information Documents.)	Instruments		Allocation (%)
	Equities & Equity related securities of large cap companies		80 – 100
	Equities & Equity related securities of other than large cap companies		0 – 20
	Debt & Money market instruments		0 – 20
	<p>For the purpose of identification of large cap companies, communication provided by SEBI/ AMFI shall be considered. Currently, as per SEBI circular SEBI/HO/IMD/DF3/CIR/P/2017/ 114 dated October 06, 2017, large cap companies are defined as 1st -100th company in terms of full market capitalization. Mutual Funds are required to adopt list of stocks prepared by AMFI in this regard.</p> <p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> • Derivatives instruments up to 100% of the Net Assets. • ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. • Securitised Debt up to 50% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. • Stock lending up to 20% of its net assets. <p>In the event of variance in the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>		
INVESTMENT STRATEGY	<p>ICICI Prudential Bluechip Fund is an open ended Equity Scheme that seeks to generate long term capital appreciation and income distribution to unitholders from a portfolio that shall predominantly invest in equity and equity related securities belonging to the large cap domain, and balance in equity and equity related securities falling in other than large cap domain and debt securities and money market instruments. For investments in large cap domain, the Fund Manager(s) will select stocks for investment from large cap universe as may be prescribed by SEBI/AMFI from time to time. The Scheme aims to maximize long term total return by investing predominantly in equity and equity related securities of large cap companies. The Scheme seeks to add the best opportunities that the market presents, without any sector bias. The Scheme shall adopt a disciplined yet flexible long-term approach to investing with a focus of generating long term capital appreciation. The Scheme will follow the bottom up approach to identify bargain stocks with promising potential for long term growth. The Scheme shall look at such opportunities in the universe of large and established companies.</p> <p>The Scheme may also invest a part of its corpus in overseas markets in Global Depository Receipts (GDRs), ADRs, overseas equity, bonds and mutual funds and such other instruments as may be allowed under the Regulations from time to time.</p> <p>The Scheme may engage in Stock Lending activities.</p> <p>The Scheme may invest in derivatives such as Futures & Options and such other derivative instruments like Stock/ Index Futures, Interest Rate Swaps, Forward Rate Agreements or such other derivative instruments as may be introduced and permitted by SEBI from time to time. The Scheme may invest in derivative for the purpose of hedging, portfolio balancing and other purposes as may be permitted under the Regulations. Hedging using Interest Rate Futures could be perfect or imperfect, subject to applicable regulations.</p> <p>Fixed Income securities</p> <p>The Scheme may also invest in Debt and Money Market Securities/Instruments (Money Market securities include cash and cash equivalents). The Scheme aims to identify securities which offer optimal level of yields/returns, considering risk-reward ratio. With the aim of controlling risks rigorous in depth credit evaluation of the securities proposed to be invested in will be carried out by the Risk Management Team of the AMC. The credit evaluation includes a study of the operating environment of the issuer, the short as well as long-term financial health of the issuer. Rated debt instruments in which the Scheme invests will be of investment grade as rated by a credit rating agency. The AMC may consider the ratings of such Rating Agencies as approved by SEBI to carry out the functioning of rating agencies. The Scheme may invest in securitised debt.</p> <p>In addition, the investment team of the AMC will study the macro economic conditions, including the political, economic environment and factors affecting liquidity and interest rates. The AMC would use this analysis to attempt to predict the likely direction of interest rates and position the portfolio appropriately to take advantage of the same.</p> <p>Further, the Scheme may invest in other schemes managed by the AMC or in the schemes of any other Mutual Funds in terms of the prevailing Regulations. As per the Regulations, no investment management fees will be charged for such investments.</p> <p>For the present, the Scheme does not intend to enter into underwriting obligations. However, if the Scheme does enter into an underwriting agreement, it would do so after complying with the Regulations and with the prior approval of the Board of the AMC/Trustee.</p> <p>The scheme may undertake repo transactions in corporate debt securities in accordance with the directions issued by RBI and SEBI from time to time. Such investment shall be made subject to the guidelines which may be prescribed.</p>		

KEY SCHEME FEATURES OF ICICI PRUDENTIAL BLUECHIP FUND				
RISK PROFILE OF THE SCHEMES	Mutual Fund Units involve investment risks including the possible loss of principal. Please read Scheme Information Document (SID) carefully for details on risk factors before investment. Please refer to Foot Note No. 12 for summarised Scheme Specific Risk Factors.			
RISK MITIGATION FACTORS	Please refer to page 9 for Risk Mitigation Factors			
PLANS AND OPTIONS (For additional details, refer foot note no.10 on page 2)	Plans: (1) ICICI Prudential Bluechip Fund; (2) ICICI Prudential Bluechip Fund - Direct Plan Options: Growth Option and Dividend Option with Dividend Payout & Dividend Reinvestment sub-options. The Scheme will not accept any fresh subscriptions/switch-ins in any other plan than mentioned above. The other plans under the Scheme will continue till the existing investors remain invested in such plans.			
Default Plan & Option	Default Plan: ICICI Prudential Bluechip Fund - Direct Plan (Application without distributor code), ICICI Prudential Bluechip Fund (Application with distributor code) • Default Option: Growth option • Default Sub-option: Dividend Reinvestment			
Systematic Investment Plan⁵	Daily, Weekly, Fortnightly & Monthly⁵: Minimum Rs. 100/- & in multiples of Re. 1 (Minimum number of installments - 6) Quarterly⁵: Minimum Rs. 5,000/- & in multiples of Re. 1 (Minimum number of instalments - 4)			
Systematic Withdrawal Plan (Minimum amount applicability is at the time of registration)	Minimum of Rs. 500 (plus in multiples of Re.1/-) (See foot note-7 on page 2) Monthly, Quarterly, Half Yearly and Annual frequencies are available in Systematic Withdrawal Plan (SWP). The minimum number of instalments for all the frequencies will be 2.			
Switch Facility	Available			
STP/ Flex STP/Value STP^{SS}	Available			
APPLICABLE NAV	000			
MINIMUM APPLICATION AMOUNT/ NUMBER OF UNITS	Purchase	Additional Purchase	Repurchase/Redemption	
	Rs. 100 (plus in multiples of Re.1)	Rs. 100 (plus in multiples of Re.1)	Rs. 100 (plus in multiples of Re.1)	
DISPATCH OF REPURCHASE (REDEMPTION) REQUEST^{**}	The fund shall despatch redemption proceeds within 10 business days (working days) of receiving of the redemption request at the authorised centre for accepting such request.			
BENCHMARK INDEX	Nifty 100 TRI			
DIVIDEND POLICY	The Trustee may approve the distribution of dividends by the AMC out of the distributable surplus of the Scheme. To the extent the net surplus is not distributed, the same will remain invested in the Scheme and be reflected in the NAV. For further details, refer SID.			
THE FUND MANAGER (Tenure given is as on 30/04/2019)	Mr. Ashish Tawakley (Managing this fund for 8 months since Sep 2018). Mr. Rajat Chandak (Managing this fund for 1 year and 10 months since Jul 2017). Ms. Priyanka Khandelwal is the dedicated fund manager for managing overseas investments of the Schemes of the Fund which have a mandate to invest in overseas securities.			
NAME OF THE TRUSTEE COMPANY	ICICI Prudential Trust Limited			
NUMBER OF FOLIOS & ASSETS UNDER MANAGEMENT (AUM) AS ON 30/ APR/2019	FOLIOS: 11, 40, 471 AUM: Rs. 21,846.44 crores			
SCHEME PERFORMANCE	Please refer to page 9 for performance			
EXPENSES OF THE SCHEME	Not Applicable. In terms of SEBI circular no. SEBI/IMD/CIR No.4/168230/09 dated June 30, 2009, no entry load will be charged by the Scheme to the investor effective August 1, 2009. Upfront commission shall be paid directly by the investor to the AMFI registered Distributors based on the investors' assessment of various factors including the service rendered by the distributor.			
a) Load Structure: Entry Load	(a) Upto 1 Year from allotment - 1% of applicable NAV (b) More than 1 Year - Nil			
b) Actual Recurring Expenses for the previous financial year ended March 31, 2019 (% of NAV)	ICICI Prudential Bluechip Fund	: 1.96 %	(Actual Recurring Expenses Excludes GST on Management Fees)	
	ICICI Prudential Bluechip Fund - Direct Plan	: 1.03 %		
Waiver of Load for Direct Applications: Not applicable. (Refer note 13 on page 3)	Tax treatment for the Investors (Unitholders): Refer to page 10	Daily Net Asset Value (NAV) Publication: Refer to page 10	For Investor Grievances please contact: Refer to page 10	Unitholders' Information: Refer to page 10
Scheme's Portfolio Holdings (top 10 holdings by issuer and fund allocation towards various sectors). (Refer to page 3) For monthly portfolio holding click on the link http://www.icicipruamc.com/Downloads/MonthlyPortfolioDisclosure.aspx			Scheme's Portfolio Turnover Ratio as on 30/Apr/2019: 1.53 times	

\$ The applicability of the minimum amounts mentioned above are at the time of registration only.

\$\$ Daily, Weekly, Monthly and Quarterly Frequency is available in Systematic Transfer Plan Facility (STP), Flex Systematic Transfer Plan Facility (Flex STP) and Value Systematic Transfer Plan Facility (Value STP) for both (Source and Target) under all the plans under the Scheme. However, Flex STP and Value STP can be registered only in Growth option of the Target scheme. Further, only one registration (either Flex STP or Value STP) per target scheme in a folio would be allowed. The minimum amount of transfer for daily frequency in STP, Flex STP and Value STP is Rs. 250/- and in multiples of Rs. 50/-. The minimum amount of transfer for weekly, monthly and quarterly frequency in STP, Flex STP and Value STP is Rs. 1000/- and in multiples of Rs. 1/- .The applicability of the minimum amount of transfer mentioned are at the time of registration only.

* The Trustee reserves the right to change/modify the exit load at later date for the Scheme(s).

\$\$\$ Where as a result of a redemption / switch arising out of excess holding by an investor beyond 25% of the net assets of the scheme in the manner envisaged under specified SEBI circulars, such redemption / switch will not be subject to exit load.

¥ The scheme may invest in derivatives in compliance with the applicable SEBI Circulars issued from time to time.

As per the Regulations, the Fund shall dispatch redemption proceeds within

10 Business days of receiving the redemption request. Investors are advised to refer to the sections titled "Suspension of sale and redemption of units" and "Right to limit Redemption" in the Scheme Information Document. ICICI Prudential AMC had entered into an arrangement with certain banks for direct credit of redemption and dividend proceeds if the investors have a bank mandate in any of the specified banks. However, the Fund reserves the right to issue a payment instrument in place of this electronic payment facility, and will not be responsible for any delay on the part of the bank for executing the direct credit. The AMC may alter the list of the banks participating in direct credit arrangement from time to time / withdraw direct credit facility from the banks, based on its experience of dealing with any of these banks or add / withdraw the name of the bank with which the direct credit facility arrangements can be introduced/ discontinued, as the case may be.

000 **APPLICABLE NAV FOR PURCHASE, INCLUDING SWITCH IN (Other than Liquid Scheme):**
A) Application amount less than Rs. 2 lakh: In respect of valid applications received upto 3.00 pm on a business day, by the Mutual Fund alongwith a local cheque or a demand draft payable at par at the place where the application is received: the closing NAV of that business day on which application is received.
In respect of valid applications received after 3.00 pm on a business day, by the Mutual Fund alongwith a local cheque or a demand draft payable at par at the place where the application is received: the closing NAV of the next business day.
B) Application amount equal to or more than Rs. 2 lakh: In respect of valid application received before cut-off time, units shall be allotted based on the NAV of the day on which the funds are available for utilisation before 3.00 pm.
APPLICABLE NAV FOR REDEMPTION, INCLUDING SWITCH OUT:
In respect of valid applications received upto 3.00 pm on a business day by the Mutual Fund, same day's closing NAV shall be applicable.
In respect of valid applications received after the cut off time by the Mutual Fund: the closing NAV of the next business day.

Notes:

1) Saturday is a Non-Business Day for the Scheme.

- 2) For all web-based transactions, entered through the official web portal of the AMC viz. www.icicipruamc.com, the cut-off timings for arriving at applicable Net Asset Value (NAV) shall be :
The time at which, the transaction is confirmed at the webserver of AMC, such time shall be considered as final and binding for determining the cut off timing.
- 3) There can be no assurance that the investment objective of the Scheme will be realized.
- 4) In the interest of the investors and in order to protect the portfolio from market volatility, the Trustees reserve the right to discontinue subscriptions under the schemes for a specified period of time or till further notice.
- 5) Processing of Systematic Investment Plan (SIP) cancellation request(s): The AMC will endeavour to have the cancellation of registered SIP mandate within 30 days from the date of acceptance of the cancellation request from the investor. The existing instructions/mandate will remain in force till such date that it is confirmed to have been cancelled
- 6) Processing of Systematic Withdrawal Plan (SWP)/ Trigger facility request(s): Registration / cancellation of SWP and Trigger facility request(s) will be processed within 7 working days from the date of acceptance of the said request(s). Any existing registration will continue to remain in force until the instructions as applicable are confirmed to have been effected.
- 7) Submission of separate forms/transaction slips for Trigger Option/ Systematic Withdrawal Plan (SWP)/Systematic Transfer Plan (STP) facility: Investors who wish to opt for Trigger Option /Systematic Withdrawal Plan/Systematic Transfer Plan facility have to submit their request(s) in a separate designated forms/transaction slips. In case, if AMC do not receive such request in separate designated forms/transaction slips, it reserves the right to reject such request(s).
- 8) Processing of Transmission-cum-Redemption request(s) : If an investor submits redemption/switch out request(s) for transmission cases it will be processed after the units are transferred in the name of new unit holder and only upon subsequent submission of fresh redemption/switch-out request(s) from the new unit holder.
- 9) Processing of Redemption/Switch/Systematic transaction request(s) where realization status is not available: The Fund reserves the right to reject / partially process the redemption / switch /systematic transaction request, as the case may be, based on the realization status of the units held by the investor.
In the above cases, intimation will be sent to the investor accordingly. Units which are not redeemed/switched will be processed upon confirmation of realization status and on submission of fresh redemption/switch request.
- 10) i. The dividend would be reinvested in the same Scheme/Plan by issuing additional Units of the Scheme at the prevailing ex-dividend Net Asset Value per Unit on the record date. There shall be no exit load on the redemption of units allotted as a result of such reinvestment of dividend.
ii. Dividend declared will be compulsorily paid out under the "dividend payout" option of all schemes which have discontinued fresh subscriptions with effect from October 1, 2012 as per Notice-cum-Addendum no.017/09/2012 published on October 01, 2012.
iii. The criteria for compulsory reinvestment of dividend declared under the dividend payout option of certain schemes, where the dividend amount is less than the minimum dividend payout limit, will not be applicable to investors holding their units in DEMAT form. For unit holders, holding units in DEMAT form, if dividend is declared in any applicable Scheme, the amount will be paid out or reinvested as per the option selected by the unit holders only.
- 11) Communication via Electronic Mail (e-mail)
It is hereby notified that wherever the investor(s) has/have provided his/their

e-mail address in the application form or any subsequent communication in any of the folio belonging to the investor(s), the Fund/Asset Management Company reserves the right to use Electronic Mail (e-mail) as a default mode to send various communication which include account statements for transactions done by the investor(s).

The investor(s) may request for a physical account statement by writing or calling the Fund's Investor Service Centre / Registrar & Transfer Agent. In case of specific request received from investor(s), the Fund shall endeavour to provide the account statement to the investor(s) within 5 working days from the receipt of such request.

- 12) **Significant risk factors for equity oriented schemes:** Investments in the scheme may be affected by trading volumes, settlement periods, volatility, price fluctuations and risks such as liquidity, derivative, market, currency, lending & borrowing, credit & interest rate.

- 13) Pursuant to SEBI circular no. SEBI/IMD/CIR No.4/ 168230/09 dated June 30, 2009 no entry load shall be charged for all mutual fund schemes. Therefore, the procedure for waiver of load for direct applications is no longer applicable.

- If the Purchase/Switch application does not specifically state the details of the plan then the same shall be processed under the Direct Plan if no distributor code is mentioned in the application. Otherwise it shall be processed under the scheme.

SUSPENSION OF SALE AND REDEMPTION OF UNITS

Suspension or restriction of repurchase/ redemption facility under any scheme of the mutual fund shall be made applicable only after obtaining the approval from the Boards of Directors of the AMC and the Trustees. After obtaining the approval from the AMC Board and the Trustees, additionally, the following requirements shall need to be observed before imposing restriction on redemptions:

- Restriction may be imposed when there are circumstances leading to a systemic crisis or event that severely constricts market liquidity or the efficient functioning of markets such as:
 - Liquidity issues - when market at large becomes illiquid affecting almost all securities rather than any issuer specific security. Market failures, exchange closures - when markets are affected by unexpected events which impact the functioning of exchanges or the regular course of transactions. Such unexpected events could also be related to political, economic, military, monetary or other emergencies.
 - Operational issues - when exceptional circumstances are caused by force majeure, unpredictable operational problems and technical failures (e.g. a black out). Such cases can only be considered if they are reasonably unpredictable and occur in spite of appropriate diligence of third parties, adequate and effective disaster recovery procedures and systems.
- Restriction on redemption may be imposed for a specified period of time not exceeding 10 working days in any 90 days period.
- Any imposition of restriction would require specific approval of Board of AMC and Trustees and the same should be informed to SEBI immediately.
- When restriction on redemption is imposed, the following procedure shall be applied:
 - No redemption requests up to INR 2 lakh shall be subject to such restriction.
 - Where redemption requests are above INR 2 lakh, AMCs shall redeem the first INR 2 lakh without such restriction and remaining part over and above INR 2 lakh shall be subject to such restriction.

RIGHT TO LIMIT REDEMPTIONS

Any Units, which by virtue of these limitations are not redeemed on a particular Business Day, will be carried forward for Redemption to the next Business Day, in order of receipt. Redemptions so carried forward will be priced on the basis of the Applicable NAV (subject to the prevailing load) of the Business Day on which Redemption is made. Under such circumstances, to the extent multiple Redemption requests are received at the same time on a single Business Day, Redemptions will be made on pro-rata basis, based on the size of each Redemption request, the balance amount being carried forward for Redemption to the next Business Day(s).

Suspension or restriction of repurchase/ redemption facility under any Scheme of the mutual fund shall be made applicable only after obtaining the approval from the Boards of Directors of the AMC and the Trustees. After obtaining the approval from the AMC Board and the Trustees, intimation would be sent to SEBI in advance providing details of circumstances and justification for the proposed action shall also be informed.

SCHEME'S PORTFOLIO HOLDINGS:

a) Top 10 Holdings as on April 30, 2019

Company	% to NAV
HDFC Bank Ltd.	7.65%
CCIL	7.36%
ICICI Bank Ltd.	6.34%
Infosys Ltd.	5.77%
ITC Ltd.	4.01%
NTPC Ltd.	3.82%
Axis Bank Ltd.	3.64%
HDFC Ltd.	3.50%
Indian Oil Corporation Ltd.	3.29%
Bharti Airtel Ltd.	3.10%
Total	48.48%

Term Deposits have been excluded in calculating Top 10 holdings' exposure.

Investors can also obtain Scheme's latest monthly portfolio holding from the website of AMC i.e. <http://www.icicipruamc.com/Downloads/MonthlyPortfolioDisclosure.aspx>

b) Sector wise holdings as on April 30, 2019

Sector	% to NAV
Financial Services	31.44%
Energy	14.57%
Consumer Goods	10.23%
IT	9.56%
Automobile	7.36%
Cash, Cash Equivalents and Net Current Assets	5.89%
Metals	5.28%
Telecom	3.67%
Construction	3.03%
Pharma	2.68%
Derivatives	2.01%
Cement & Cement Products	1.85%
Services	1.64%
Media & Entertainment	0.38%
Fertilisers & Pesticides	0.33%
Government Securities	0.07%
Industrial Manufacturing	0.01%
Total	100.00%

Cash, Cash Equivalents and Net Current Assets includes TREPS, Reverse Repo, Term Deposits and Net Current Assets. Net Current Assets includes the adjustment amount for disclosures of derivatives, wherever applicable.

Comparison of existing schemes with ICICI Prudential Bluechip Fund

Features of the Scheme	ICICI Prudential Bluechip Fund			ICICI Prudential Focused Equity Fund	
Type of Scheme	An open ended equity scheme predominantly investing in large cap stocks.			An open ended equity scheme investing in maximum 30 stocks across market-capitalisation i.e. focus on multicap.	
Asset Allocation as per SID (in %)	Equities & Equity related securities of large cap companies	Equities & Equity related securities of other than large cap companies	Debt & Money market instruments	Equities & Equity related securities	Debt, Money Market Instruments
	80-100	0-20	0-20	65 – 100	0-35
	<p>For the purpose of identification of large cap companies, communication provided by SEBI/AMFI shall be considered. Currently, as per SEBI circular SEBI/HO/IMD/DF3/CIR/P/2017/ 114 dated October 06, 2017, large cap companies are defined as 1st -100th company in terms of full market capitalization.</p> <p>Mutual Funds are required to adopt list of stocks prepared by AMFI in this regard.</p> <p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 50% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 20% of its net assets. <p>In the event of variance in the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>			<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 15% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 30% of its net assets. <p>In the event of variance from the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>	
Investment Objective	To generate long term capital appreciation and income distribution to investors from a portfolio that is predominantly invested in equity and equity related securities of large cap companies. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.			To generate capital appreciation by investing in a concentrated portfolio of equity and equity related securities of up to 30 companies across market capitalization i.e. focus on multicap. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.	
Assets under Management (as on April 30, 2019)	Rs. 21,846.44 Crores			Rs. 669.23 Crores	
No. of folios as on April 30, 2019	11, 40, 471			46, 586	

Features of the Scheme	ICICI Prudential Value Discovery Fund		ICICI Prudential Large & Mid cap Fund			
Type of Scheme	An open ended equity scheme following a value investment strategy.		An open ended equity scheme investing in both large cap and mid cap stocks.			
Asset Allocation as per SID (in %)	Equity & Equity related securities	Debt & Money market instruments	Equity & Equity related securities of large cap companies	Equity & Equity related securities of mid Cap companies	Equity & Equity related securities of other than large & mid cap companies	Debt & Money market instruments
	65-100	0-35	35 – 65	35 – 65	0 – 30	0 – 30
	<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 15% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 50% of its net assets. <p>In the event of variance in the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>		<p>For the purpose of identification of large cap and mid cap companies, communication provided by SEBI/ AMFI shall be considered. Currently, as per SEBI circular SEBI/HO/IMD/DF3/CIR/P/2017/ 114 dated October 06, 2017, large cap companies are defined as 1st -100th company and mid cap companies are defined as 101st-250th company in terms of full market capitalization.</p> <p>Mutual Funds are required to adopt list of stocks prepared by AMFI in this regard.</p> <p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 15% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 50% of its net assets. <p>In the event of variance in the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>			
Investment Objective	To generate returns through a combination of dividend income and capital appreciation by investing primarily in a well-diversified portfolio of value stocks. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.		To generate long-term capital appreciation from a portfolio that is invested predominantly in equity and equity related securities of large-cap and mid-cap companies. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.			
Assets under Management (as on April 30, 2019)	Rs. 16, 502.61 Crores		Rs. 3,074 crores			
No. of folios as on April 30, 2019	11,21,650		1,66,466			

Features of the Scheme	ICICI Prudential Banking & Financial Services Fund			ICICI Prudential Dividend Yield Equity Fund		
Type of Scheme	An open ended equity scheme investing in Banking & Financial Services sector			An open ended equity scheme predominantly investing in dividend yielding stocks		
Asset Allocation as per SID (in %)	Equity & Equity related securities of companies engaged in Banking and Financial Services Sector	Equity & equity related securities of companies other than those engaged in the Banking and Financial Services Sector	Debt & Money market instruments	Equity & Equity related securities of dividend yielding companies	Equity & Equity related securities of other than dividend yielding companies	Debt & Money market instruments
	80-100	0-20	0-20	65-100	0-35	0-35
	<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 50% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 30% of its net assets. <p>In the event of variance from the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>			<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 50% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 20% of its net assets. <p>The Scheme will not deal in repo in corporate bonds.</p> <p>In the event of variance in the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action. Though every endeavor will be made to achieve the objectives of the Scheme, the AMC/Sponsors/Trustees do not guarantee that the investment objectives of the Scheme will be achieved.</p>		
Investment Objective	To generate long-term capital appreciation to unit holders from a portfolio that is invested predominantly in equity and equity related securities of companies engaged in banking and financial services.			The investment objective of ICICI Prudential Dividend Yield Equity Fund is to provide medium to long term capital gains and/or dividend distribution by predominantly investing in a well-diversified portfolio of equity and equity related instruments of dividend yielding companies. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.		
Assets under Management (as on April 30, 2019)	Rs. 3,068.44 crores			Rs. 188.67 Crores		
No. of folios as on April 30, 2019	2,24,039			27,532		

Features of the Scheme	ICICI Prudential Exports & Services Fund			ICICI Prudential FMCG Fund		
Type of Scheme	An open ended equity scheme following Exports & Services theme			An open ended equity scheme investing in FMCG sector		
Asset Allocation as per SID (in %)	Equity & Equity related securities of companies engaged in Exports & services theme	Equity & equity related securities of companies other than those engaged in Exports & Services theme	Debt & Money market instruments	Equity & Equity related securities of companies forming part of FMCG sector	Equity & equity related securities of companies other than FMCG sector	Debt & Money market instruments
	80-100	0-20	0-20	80-100	0-20	0-20
	<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 20% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 20% of its net assets. <p>In the event of variance from the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>			<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 5% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 50% of its net assets. <p>In the event of variance from the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>		
Investment Objective	To generate capital appreciation and income distribution to unit holders by investing predominantly in equity/equity related securities of the companies belonging to Exports & Services industry. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.			To generate long term capital appreciation through investments made primarily in equity & equity related securities forming part of FMCG sector. However, there is no assurance or guarantee that the investment objective of the Scheme would be achieved.		
Assets under Management (as on April 30, 2019)	Rs. 782.85 crores			Rs. 553.59 crores		
No. of folios as on April 30, 2019	66,341			32,414		

Features of the Scheme	ICICI Prudential Smallcap Fund			ICICI Prudential Infrastructure Fund			
Type of Scheme	An open ended equity scheme predominantly investing in small cap stocks.			An open ended equity scheme following Infrastructure theme.			
Asset Allocation as per SID (in %)	Equity & Equity related securities of Small Cap Companies	Equity & Equity related securities of other than Small Cap Companies	Debt & Money market instruments	Equity & equity related securities of companies engaged in infrastructure theme	Equity & equity related securities of companies other than those engaged in the infrastructure theme	Units of REITs and INVITs	Debt & Money market instruments
	65-100	0-35	0-35	80-100	0-20	0 – 10	0-20
	<p>For the purpose of identification of small cap companies, communication provided by SEBI/ AMFI shall be considered. Currently, as per SEBI circular SEBI/HO/IMD/DF3/CIR/P/2017/ 114 dated October 06, 2017, small cap companies are defined as 250th company onwards in terms of full market capitalization.</p> <p>Mutual Funds are required to adopt list of stocks prepared by AMFI in this regard.</p> <p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 20% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 20% of its net assets. <p>In the event of variance in the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>			<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 20% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 20% of its net assets. <p>In the event of variance from the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>			
Investment Objective	The primary objective of the Scheme is to seek to generate capital appreciation by predominantly investing in equity and equity related securities of small cap stocks. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.			To generate capital appreciation and income distribution to unit holders by investing predominantly in equity/equity related securities of the companies belonging to the infrastructure theme. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.			
Assets under Management (as on April 30, 2019)	Rs. 255.48 crores			Rs. 1,249.90 crores			
No. of folios as on April 30, 2019	41,303			1,55,436			

Features of the Scheme	ICICI Prudential Midcap Fund			ICICI Prudential Multicap Fund	
Type of Scheme	An open ended equity scheme predominantly investing in mid cap stocks.			An open ended equity scheme investing across large cap, mid cap and small cap stocks.	
Asset Allocation as per SID (in %)	Equity & Equity related securities of mid cap companies	Equity & Equity related securities of other than mid cap companies	Debt & Money market instruments	Equities & Equity related securities	Debt, Money Market Instruments
	65-100	0-35	0-35	65 – 100	0-35
	<p>For the purpose of identification of mid cap companies, communication provided by SEBI/ AMFI shall be considered. Currently, as per SEBI circular SEBI/HO/IMD/DF3/CIR/P/2017/ 114 dated October 06, 2017, mid cap companies are defined as 101st – 250th company in terms of full market capitalization.</p> <p>Mutual Funds are required to adopt list of stocks prepared by AMFI in this regard.</p> <p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 50% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 20% of its net assets. <p>In the event of variance in the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of actions.</p>			<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 5% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 50% of its net assets. <p>In the event of variance in the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>	
Investment Objective	The primary objective of the Scheme is to seek to generate capital appreciation by actively investing in diversified mid cap stocks. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.			To generate capital appreciation through investments in equity & equity related instrument across large cap, mid cap, and small cap stocks of various industries. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.	
Assets under Management (as on April 30, 2019)	Rs. 1,683.32 crores			Rs. 3,632.03 crores	
No. of folios as on April 30, 2019	1,46,345			2,03,925	

Features of the Scheme	ICICI Prudential Technology Fund			ICICI Prudential US Bluechip Equity Fund	
Type of Scheme	An open ended equity scheme investing in Technology and technology related sectors.			An open ended equity scheme investing predominantly in securities of large cap companies listed in the United States of America.	
Asset Allocation as per SID (in %)	Equity & Equity related securities of companies engaged in Technology and Technology dependent companies	Equity & equity related securities of companies other than engaged in Technology and Technology dependent companies	Debt & Money market instruments	Equity & Equity related securities*	Fixed income securities of India as well as U.S including money market instruments, cash and equivalent, Treasury bills and fixed deposits.,
	80-100	0-20	0-20	80-100	0-20
	<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivatives instruments up to 100% of the Net Assets. ADR/GDR/Foreign securities/Overseas ETFs up to 50% of the Net Assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time. Securitized Debt up to 15% of the Net Assets or maximum permissible limit for debt portfolio, whichever is lower. Stock lending up to 50% of its net assets. <p>In the event of variance from the asset allocation, the fund manager will carry out portfolio rebalancing within 30 Days. Further, in case the portfolio is not rebalanced within the period of 30 days, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>			<p>*Equity and equity related securities of bluechip companies listed on recognized stock exchanges in the United States of America as well as ADRs/GDRs issued by Indian and foreign companies</p> <p>Note: The Scheme will not have any exposure to equity and equity related securities issued by Indian companies except for ADRs/GDRs issued by Indian companies, as stated above.</p> <p>The portfolio would be reviewed to address any deviations from the aforementioned allocations. In the event of any variance from the asset allocation stated above, the Fund Manager shall review and rebalance the portfolio within 30 days from the date of such deviation. Further, in case the portfolio is not rebalanced within the aforesaid period, justification for the same shall be placed before the investment committee and reasons for the same shall be recorded in writing. The investment committee shall then decide on the course of action.</p>	
Investment Objective	To generate long-term capital appreciation by creating a portfolio that is invested in equity and equity related securities of technology and technology dependent companies.			The investment objective of ICICI Prudential US Bluechip Equity Fund is to provide long term capital appreciation to investors by primarily investing in equity and equity related securities of companies listed on recognized stock exchanges in the United States of America. The Scheme shall also invest in ADRs/GDRs issued by Indian and foreign companies. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.	
Assets under Management (as on April 30, 2019)	Rs.476.33 crores			Rs. 285.08 crores	
No. of folios as on April 30, 2019	49,998			23,326	

Features of the Scheme	ICICI Prudential Long Term Equity Fund (Tax Saving)		ICICI Prudential Pharma Healthcare and Diagnostics (P.H.D) Fund		
Type of Scheme	An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit.		An Open Ended Equity Scheme following Pharma, Healthcare, Diagnostic and allied Theme.		
Asset Allocation as per SID (in %)	Equities & Equity related securities	Debt securities & Money Market instruments & Cash	Equity & Equity related instruments of pharma, healthcare, diagnostics, wellness and allied companies.	Equity & Equity related instruments of other than pharma, healthcare, diagnostics, wellness and allied companies.	Debt, Units of Mutual Fund schemes, Money market instruments, Cash & Cash Equivalents
	90 – 100	0 – 10	80-100	0-20	0-20
	<p>The AMC may, from time to time, at its absolute discretion, alter modify or delete any of the above restrictions on investments subject to, however, such modifications, changes, alterations, deletions are in conformity with the Regulations and the guidelines governing the Equity Linked Savings Scheme.</p>		<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivative instruments to the extent of 50% of net assets. ADR/GDR/ Foreign Securities to the extent of 50% of net assets. Investment in ADR/GDR/ Foreign Securities would be as per SEBI Circular dated September 26, 2007, as may be amended from time to time. Securitized debt upto 50% of debt portfolio Stock lending up to 20% of net assets <p>The Cumulative Gross Exposure to equity, debt and derivatives positions will not exceed 100% of the Net Assets of the Scheme.</p> <p>The Scheme will neither do short selling nor will it deal in repo in corporate bonds.</p>		
Investment Objective	To generate long-term capital appreciation through investments made primarily in equity and equity related securities of companies.		To generate long-term capital appreciation by creating a portfolio that is invested in Equity and Equity related securities of pharma, healthcare, hospitals, diagnostics, wellness and allied companies.		
Assets under Management (as on April 30, 2019)	Rs. 6,273.40 Crores		Rs. 1,502.57		
No. of folios as on April 30, 2019	7,30,351		95,894		

Features of the Scheme	ICICI Prudential Manufacture in India Fund			ICICI Prudential India Opportunities Fund		
Type of Scheme	An open ended equity scheme following manufacturing theme			An open ended equity scheme following special situations theme.		
Asset Allocation as per SID (in %)	Equity & Equity related securities of companies engaged in sectors mentioned in http://www.makeinindia.com/sectors	Other equity and equity related securities	Debt, Money Market instruments, Cash & Cash equivalents	Equity & Equity related instruments of special situations theme.	Other equity and equity related instruments	Debt, Units of Mutual Fund schemes, Money market instruments, Cash & Cash Equivalents
	80-100	0-20	0-20	80-100	0-20	0-20
	<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivative instruments to the extent of 50% of net assets. ADR/GDR/ Foreign Securities to the extent of 50% of net assets. Investment in ADR/GDR/Foreign Securities would be as per SEBI Circular dated September 26, 2007, as may be amended from time to time. Securitized debt upto 50% of debt portfolio Stock lending up to 20% of net assets. <p>The Cumulative Gross Exposure to equity, debt and derivatives positions will not exceed 100% of the Net Assets of the Scheme.</p>			<p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivative instruments to the extent of 50% of net assets. ADR/GDR/ Foreign Securities to the extent of 50% of net assets. Investment in ADR/GDR/Foreign Securities would be as per SEBI Circular dated September 26, 2007, as may be amended from time to time. Securitized debt upto 50% of debt portfolio Stock lending up to 20% of net assets. <p>The Cumulative Gross Exposure to equity, debt and derivatives positions will not exceed 100% of the Net Assets of the Scheme.</p> <p>The Scheme will not engage in short selling and repos in corporate bonds</p>		
Investment Objective	<p>The investment objective of the Scheme is to generate long term capital appreciation by creating a portfolio that is invested predominantly in equity and equity related securities of companies engaged in manufacturing theme. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.</p>			<p>To generate long-term capital appreciation by investing in opportunities presented by special situations such as corporate restructuring, Government policy and/or regulatory changes, companies going through temporary unique challenges and other similar instances. However there can be no assurance or guarantee that the investment objective of the scheme would be achieved.</p>		
Assets under Management (as on April 30, 2019)	Rs. 1,216.81 crores			Rs. 1,661.44 crores		
No. of folios as on April 30, 2019	57,802			79,678		

Features of the Scheme	ICICI Prudential Bharat Consumption Fund			
Type of Scheme	An Open Ended Equity Scheme following Consumption theme.			
Asset Allocation as per SID (in %)	Equity and Equity Related Instruments of companies engaged in consumption and consumption related activities or allied sectors*	Other equity and equity related securities	Debt, units of debt Mutual fund schemes and Money market instruments	Gold/Gold ETF/ Units issues by REITs /InvTs such other asset classes as may be permitted by SEBI from time to time (subject to applicable SEBI limits)
	80-100%	0-20%	0-20%	0-20%
	<p>*Indicative list of sectors/industries falling under consumption and consumption related activities or allied sectors are as follows:</p> <ol style="list-style-type: none"> Automobile including auto components companies, Consumer Goods including consumer durables, consumer non-durables, retailing etc. Energy, Healthcare Services, Media & Entertainment, Pharma, Services such as Commercial and Engineering Services, Hotels Resorts and Recreational Activities, Transportation, Trading, etc. Telecom, Textiles <p>Please note that the above list is indicative and the Fund Manager may add such other sector/industries which satisfy the consumption theme. The Fund Manager may also add other sectors as may be added in Nifty Consumption Index from time to time.</p> <p>The Scheme may also take exposure to:</p> <ul style="list-style-type: none"> Derivative instruments upto 100% of the net assets. Derivatives includes Index futures, stock futures, Index Options and Stock Options & such other derivative instruments as permitted by SEBI from time to time. ADR/GDR/ Foreign Securities to the extent of 50% of net assets. Investment in ADR/GDR/Foreign Securities would be as per SEBI Circular dated September 26, 2007, as may be amended from time to time. Securitized debt upto 50% of debt portfolio Stock lending up to 20% of net assets. <p>The Cumulative Gross Exposure across various asset classes will not exceed 100% of the Net Assets of the Scheme.</p> <p>The Scheme will not engage in short selling and repos in corporate bonds.</p>			
Investment Objective	<p>To generate long-term capital appreciation by investing primarily in Equity and Equity related securities of companies engaged in consumption and consumption related activities or allied sectors. However, there can be no assurance or guarantee that the investment objective of the scheme would be achieved.</p>			
Assets under Management (as on April 30, 2019)	Rs. 626.00 crores			
No. of folios as on April 30, 2019	22, 075			

Risk Management Strategies / Risk Mitigation Factors: The Fund by utilizing a holistic risk management strategy will endeavor to manage risks associated with investing in debt and equity markets. The risk control process involves identifying & measuring the risk through various risk measurement tools.

The Fund has identified the following risks of investing in equity and debt, and designed risk management strategies, which are embedded in the investment process to manage such risks.

Risk & Description Specific to Debt	Risk mitigants / management strategy
Market Risk/ Interest Rate Risk: As with all debt securities, changes in interest rates may affect the Scheme's Net Asset Value as the prices of securities generally increase as interest rates decline and generally decrease as interest rates rise. Prices of long-term securities generally fluctuate more in response to interest rate changes than do short-term securities. Indian debt markets can be volatile leading to the possibility of price movements up or down in fixed income securities and thereby to possible movements in the NAV.	The schemes will undertake the active portfolio management as per the investment objective to reduce the market risk. In a rising interest rates scenario the scheme will increase its investment in money market securities whereas if the interest rates are expected to fall the allocation to debt securities with longer maturity will be increased thereby mitigating risk to that extent.
Liquidity or Marketability Risk: This refers to the ease with which a security can be sold at or near to its valuation yield-to-maturity (YTM).	The Schemes may invest in government securities, corporate bonds and money market instruments. While the liquidity risk for government securities, money market instruments and short maturity corporate bonds may be low, it may be high in case of medium to long maturity corporate bonds. Liquidity risk is today characteristic of the Indian fixed income market. The Scheme will however, endeavor to minimize liquidity risk by investing in securities having a liquid market.
Credit Risk: Credit risk or default risk refers to the risk that an issuer of a fixed income security may default (i.e., will be unable to make timely principal and interest payments on the security).	Management analysis will be used for identifying company specific risks. Management's past track record will also be studied. In order to assess financial risk a detailed assessment of the issuer's financial statements will be undertaken to review its ability to undergo stress on cash flows and asset quality. A detailed evaluation of accounting policies, off-balance sheet exposures, notes, auditors' comments and disclosure standards will also be made to assess the overall financial risk of the potential borrower. In case of securitized debt instruments, the Scheme will ensure that these instruments are sufficiently backed by assets.
Reinvestment Risk: This risk refers to the interest rate levels at which cash flows received from the securities in the Scheme are reinvested. The risk is that the rate at which interim cash flows can be reinvested may be lower than that originally assumed.	Reinvestment risks will be limited to the extent of coupons received on debt instruments, which will be a very small portion of the portfolio value.
Currency Risk: The Schemes will invest in foreign securities as permitted by the concerned regulatory authorities in India. Since the assets will be invested in securities denominated in foreign currency (US\$), the INR equivalent of the net assets, distributions and income may be adversely affected by changes / fluctuations in the value of the foreign currencies relative to the INR.	The schemes subject to applicable regulations, shall have the option to enter into forward contracts for the purposes of hedging against the foreign exchange fluctuations. The Schemes may employ various measures (as permitted by SEBI/ RBI) including but not restricted to currency hedging (such as currency options and forward currency exchange contracts, currency futures, written call options and purchased put options on currencies and currency swaps), to manage foreign exchange movements arising out of investment in foreign securities. All currency derivatives trade, if any will be done only through the stock exchange platform.
Derivatives Risk: As and when the Scheme trades in the derivatives market there are risk factors and issues concerning the use of derivatives since derivative products are specialized instruments that require investment techniques and risk analyses different from those associated with stocks and bonds. There is the possibility that a loss may be sustained by the portfolio as a result of the failure of another party (usually referred to as the "counter party") to comply with the terms of the derivatives contract. Other risks in using derivatives include the risk of mis-pricing or improper valuation of derivatives and the inability of derivatives to correlate perfectly with underlying assets, rates and indices.	The Scheme may invest in derivative for the purpose of hedging, portfolio balancing and other purposes as may be permitted under the Regulations. Interest Rate Swaps will be done with approved counter parties under pre-approved ISDA agreements. Interest rate swaps and other derivative instruments will be used as per local (RBI and SEBI) regulatory guidelines.
Risks associated with Equity investment:	Risk mitigants / management strategy with Equity investment:
Market Risk: The scheme is vulnerable to movements in the prices of securities invested by the scheme, which could have a material bearing on the overall returns from the scheme.	Market risk is a risk which is inherent to an equity scheme. The Schemes may use derivatives to limit this risk.
Liquidity risk: The liquidity of the Schemes' investments is inherently restricted by trading volumes in the securities in which it invests.	As such the liquidity of stocks that the fund invests into could be relatively low. The fund will try to maintain a proper asset-liability match to ensure redemption / Maturity payments are made on time and not affected by illiquidity of the underlying stocks.
Concentration Risk: Concentration risk represents the probability of loss arising from heavily lopsided exposure to a particular group of sectors or securities.	The Schemes will try and mitigate this risk by investing in large number of companies so as to maintain optimum diversification and keep stock-specific concentration risk relatively low.
Derivatives Risk: As and when the Schemes trade in the derivatives market there are risk factors and issues concerning the use of derivatives since derivative products are specialized instruments that require investment techniques and risk analyses different from those associated with stocks and bonds.	The Scheme may invest in derivative for the purpose of hedging, portfolio balancing and other purposes as may be permitted under the Regulations. Derivatives will be used in the form of Index Options, Index Futures, Stock Options and Stock Futures and other instruments as may be permitted by SEBI. All derivatives trade will be done only on the exchange with guaranteed settlement. No OTC contracts will be entered into.
Currency Risk: The Schemes will invest in foreign securities as permitted by the concerned regulatory authorities in India. Since the assets will be invested in securities denominated in foreign currency, the INR equivalent of the net assets, distributions and income may be adversely affected by changes / fluctuations in the value of the foreign currencies relative to the INR.	The schemes subject to applicable regulation and as permitted by their scheme information document, shall have the option to enter into forward contracts for the purposes of hedging against the foreign exchange fluctuations. The Schemes may employ various measures (as permitted by SEBI/RBI) including but not restricted to currency hedging (such as currency options and forward currency exchange contracts, currency futures, written call options and purchased put options on currencies and currency swaps), to manage foreign exchange movements arising out of investment in foreign securities. All currency derivatives trade, if any, will be done only through the stock exchange platform.

For scheme specific risk factors and risk management strategies, kindly refer to the Scheme Information Document.

SCHEME PERFORMANCE RECORD

ICICI Prudential Bluechip Fund

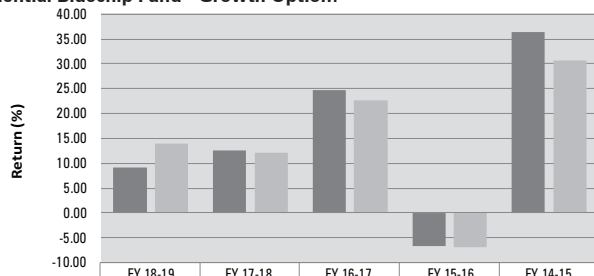
Growth Option (As of 30-Apr-19)

Period	Scheme	Benchmark Index
1 Year	5.03%	7.91%
3 Years	14.48%	15.79%
5 Years	14.48%	13.95%
Since Inception (May 23, 2008)	14.16%	10.14%

Past performance may or may not be sustained in future. • Returns : CAGR • Benchmark is Nifty 100 TRI • For computation of since inception returns the allotment NAV has been taken as Rs. 10.00. NAV of growth option is considered for computation without considering the load". The performance of the scheme is benchmarked to the Total Return variant of the Index.

Absolute Returns for each financial year for the last 5 years:

ICICI Prudential Bluechip Fund - Growth Option:



	FY 18-19	FY 17-18	FY 16-17	FY 15-16	FY 14-15
ICICI Prudential Bluechip Fund	9.19	12.52	24.78	-6.65	36.29
Nifty 100 TRI	13.96	12.22	22.59	-6.89	30.76

Past performance may or may not be sustained in future. The performance of the scheme is benchmarked to the Total Return variant of the Index.

TAX BENEFITS OF INVESTING IN THE MUTUAL FUND: Investors are advised to refer to Statement of Additional Information (SAI) available on the website of AMC viz; www.icicipruamc.com and also independently refer to his tax advisor.

PUBLICATION OF DAILY NET ASSET VALUE (NAV):

The NAV will be calculated and disclosed at the close of every Business Day. The AMC shall prominently disclose the NAV of all schemes under a separate head on the AMC's website and on the website of AMFI. NAV will be determined on every Business Day except in special circumstances. NAV of the Scheme shall be made available at all Customer Service Centers of the AMC.

AMC shall update the NAVs on the website of Association of Mutual Funds in India - AMFI (www.amfiindia.com) and on the mutual fund website - (www.icicipruamc.com) by 9:00 p.m. every Business Day. In case of any delay, the reasons for such delay would be explained to AMFI and SEBI by the next day. If the NAVs are not available before commencement of business hours on the following day due to any reason, the Fund shall issue a press release providing reasons and explaining when the Fund would be able to publish the NAVs.

FOR INVESTOR GRIEVANCES PLEASE CONTACT:

Name and Address of Registrar	Name, address, telephone number, fax number, e-mail address of ICICI Prudential Mutual Fund
Computer Age Management Services Private Limited (CAMS), New No 10. Old No. 178, Opp. to Hotel Palm Grove, MGR Salai (K.H.Road) Chennai - 600 034	Mr. Yatin Suvarna - Investor Relations Officer, 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon, Mumbai - 400 063 Tel No.: 022 26852000, Fax No.: 022-2686 8313 e-mail - enquiry@icicipruamc.com

UNITHOLDERS' INFORMATION:

The AMC shall disclose portfolio of the scheme (along with ISIN) as on the last day of the month / half-year on AMC's website i.e. www.icicipruamc.com and on the website of AMFI within 10 days from the close of each month / half-year respectively.

The AMC shall publish an advertisement in all India edition of at least two daily newspapers, one each in English and Hindi, every half year disclosing the hosting of the half-yearly statement of the scheme's portfolio on the AMC's website and on the website of AMFI.

The AMC shall send via email both the monthly and half-yearly statement of scheme portfolio within 10 days from the close of each month / half-year respectively. The unitholders whose e-mail addresses are not registered with the Fund are requested to update / provide their email address to the Fund for updating the database.

The AMC shall provide a physical copy of the statement of scheme portfolio, without charging any cost, on specific request received from a unit holder.

In terms of Regulations 59 and SEBI circular no. CIR/IMD/DF/21/2012 dated September 13, 2012, the AMC shall within one month from the close of each half year, that is on 31st March and on 30th September, host a soft copy of its unaudited financial results on their website. The half-yearly unaudited report

shall contain details as specified in Twelfth Schedule and such other details as are necessary for the purpose of providing a true and fair view of the operations of the mutual fund. Further, the AMC shall publish an advertisement disclosing the hosting of such financial results on their website, in atleast one English daily newspaper having nationwide circulation and in a newspaper having wide circulation published in the language of the region where the Head Office of the mutual fund is situated.

It is hereby notified that wherever the investor(s) has/have provided his/their e-mail address in the application form in any of the folio belonging to the investor(s), the Fund/ Asset Management Company reserves the right to use Electronic Mail (e-mail) as a default mode to send various communication for transactions done by the investor(s).

SEEDING OF AADHAAR NUMBER

Investors are advised to refer to Statement of Additional Information (SAI) available on the website of AMC viz; www.icicipruamc.com.

TRANSACTION CHARGES:

Pursuant to SEBI Circular No. Cir/ IMD/ DF/13/ 2011 dated August 22, 2011 transaction charge per subscription of Rs.10,000/- and above may be charged in the following manner:

- The existing investors may be charged Rs.100/- as transaction charge per subscription of Rs.10,000/- and above;
- A first time investor may be charged Rs.150/- as transaction charge per subscription of Rs.10,000/- and above.

There shall be no transaction charge on subscription below Rs. 10,000/- and on transactions other than purchases/ subscriptions relating to new inflows.

In case of investment through Systematic Investment Plan (SIP), transaction charges shall be deducted only if the total commitment through SIP amounts to Rs. 10,000/- and above. The transaction charges in such cases shall be deducted in 4 equal installments.

However, the option to charge "transaction charges" is at the discretion of the distributors. Investors may note that distributors can opt to receive transaction charges based on 'type of the Scheme'. Accordingly, the transaction charges would be deducted from the subscription amounts, as applicable.

Transaction charges shall also be deducted on purchases/subscriptions received through non-demat mode from the investors investing through a valid ARN holder i.e. AMFI Registered Distributor (provided the distributor has opted-in to receive the transaction charges) in respect of transactions routed through Stock Exchange(s) platform viz. NSE Mutual Fund Platform ("NMF-II") and BSE Mutual Fund Platform ("BSE STAR MF").

The aforesaid transaction charge shall be deducted by the Asset Management Company from the subscription amount and paid to the distributor, as the case may be and the balance amount shall be invested in the relevant scheme opted by the investor.

However, upfront commission to distributors will be paid by the investor directly to the distributor, based on his assessment of various factors including the service rendered by such distributor.

Transaction Charges shall not be deducted if:

- Purchase/Subscription made directly with the fund through any mode (i.e. not through any distributor/agent).
- Purchase/ subscription made in demat mode through stock Exchange, irrespective of investment amount.

CAS/ Statement of account shall state the net investment (i.e. gross subscription less transaction charge) and the number of units allotted against the net investment.

CONSOLIDATED ACCOUNT STATEMENT (CAS)

- The Consolidated Account Statement (CAS) for each calendar month will be issued on or before tenth day of succeeding month to the investors who have provided valid Permanent Account Number (PAN). Further, CAS will be sent via email where any of the folios consolidated has an email id or to the email id of the first unit holder as per KYC records.
- For folios not included in the Consolidated Account Statement (CAS), the AMC shall henceforth issue account statement to the investors on a monthly basis, pursuant to any financial transaction in such folios on or before tenth day of succeeding month.
In case of a New Fund Offer Period (NFO), the AMC shall send confirmation specifying the number of units allotted to the applicant by way of a physical account statement or an email and/or SMS's to the investor's registered address and/or mobile number not later than five business days from the date of closure of the NFO.
- In case of a specific request received from the unit holder, the AMC shall provide the account statement to the investors within 5 business days from the receipt of such request.
- In the case of joint holding in a folio, the first named Unit holder shall receive the CAS/account statement. The holding pattern has to be same in all folios across Mutual Funds for CAS.

Further, in case if no transaction has taken place in a folio during the period of six months ended September 30 and March 31, the CAS detailing the holdings across all Schemes of all mutual funds, shall be emailed at the registered email address of the unitholders on half yearly basis, on or before tenth day

of succeeding month, unless a specific request is made to receive the same in physical form.

Each CAS issued to the investors shall also provide the total purchase value/ cost of investment in each scheme.

Further, CAS issued for the half-year (September/ March) shall also provide:

- a. The amount of actual commission paid by AMCs/Mutual Funds (MFs) to distributors (in absolute terms) during the half-year period against the concerned investor's total investments in each MF scheme. The term 'commission' here refers to all direct monetary payments and other payments made in the form of gifts / rewards, trips, event sponsorships etc. by AMCs/MFs to distributors. Further, a mention may be made in such CAS indicating that the commission disclosed is gross commission and does not exclude costs incurred by distributors such as Goods and Services Tax (wherever applicable, as per existing rates), operating expenses, etc.
- b. The scheme's average Total Expense Ratio (in percentage terms) along with the break up between Investment and Advisory fees, Commission paid to the distributor and Other expenses for the period for each scheme's applicable plan where the concerned investor has actually invested in. Such half-yearly CAS shall be issued to all MF investors, excluding those investors who do not have any holdings in MF schemes and where no commission against their investment has been paid to distributors, during the concerned half-year period.

In case of the units are held in dematerialized (demat) form, the statement of holding of the beneficiary account holder will be sent by the respective Depository Participant periodically.

CAS for investors having Demat account:

- Investors having MF investments and holding securities in Demat account shall receive a single Consolidated Account Statement (CAS) from the Depository.
- Consolidation of account statement shall be done on the basis of Permanent Account Number (PAN). In case of multiple holding, it shall be PAN of the first holder and pattern of holding. The CAS shall be generated on a monthly basis.
- If there is any transaction in any of the Demat accounts of the investor or in any of his mutual fund folios, depositories shall send the CAS within ten days from the month end. In case, there is no transaction in any of the mutual fund folios and demat accounts then CAS with holding details shall be sent to the investor on half yearly basis.
- In case an investor has multiple accounts across two depositories, the depository with whom the account has been opened earlier will be the default depository.

The dispatch of CAS by the depositories would constitute compliance by the AMC/ the Mutual Fund with the requirement under Regulation 36(4) of SEBI (Mutual Funds) Regulations.

However, the AMC reserves the right to furnish the account statement in addition to the CAS, if deemed fit in the interest of investor(s).

MAILING OF SCHEME WISE ANNUAL REPORT OR ABRIDGED SUMMARY:

The scheme wise annual report shall be hosted on the website of the AMC and on the website of the AMFI soon as may be possible but not later than four months from the date of closure of the relevant accounts year. The AMC shall publish an advertisement every year in all India edition of at least two

daily newspapers, one each in English and Hindi, disclosing the hosting of the scheme wise annual report on the website of the AMC.

The AMC shall display prominently on the AMC's website link of the scheme wise annual report and physical copy of the same shall be made available to the unitholders at the registered/corporate office of the AMC at all times.

The AMC shall email the annual report or an abridged summary thereof to the unitholders whose email addresses are registered with the Fund. The unitholders whose e-mail addresses are not registered with the Fund are requested to update/provide their email address to the Fund for updating the database. Physical copy of scheme wise annual report or abridged summary shall be provided to investors who have opted to receive the same.

The AMC shall also provide a physical copy of the abridged summary of the Annual Report, without charging any cost, on specific request received from unitholder.

As per Regulation 56(3A) of the Regulations, copy of Schemewise Annual Report shall be also made available to unitholder on payment of nominal fees.

CASH INVESTMENTS IN THE SCHEME:

Currently, the AMC is not accepting cash investments. Notice shall be provided in this regard as and when the facility is made available.

MULTIPLE BANK ACCOUNTS:

The unit holder/ investor can register multiple bank account details under its existing folio by submitting separate form available on the website of the AMC at www.icicipruamc.com. Individuals/HuF can register upto 5 different bank accounts for a folio, whereas non-individuals can register upto 10 different bank accounts for a folio.

Investments through systematic routes: In case of registration requests for Systematic Investment Plan (SIP)/ Systematic Transfer Plan (STP)/ Dividend Transfer Plans (DTP), are received without any distributor code, the same shall be by default registered under ICICI Prudential Bluechip Fund - Direct Plan. Similarly, in case of existing SIP/ STP/ DTP registrations without distributor code, all future installments after the Effective Date shall be processed under the Direct Plan.

Redemption requests: Where Units under a Scheme are held under both the Plans, the investor must clearly state the Plan in which the redemption/switch request has to be processed, failing which the request will be processed under the ICICI Prudential Bluechip Fund. However, where Units under the requested Option are held only under one Plan, the request would be processed under such Plan.

Tax consequences: Switch / redemption may entail tax consequences. Investors should consult their professional tax advisor before initiating such requests.

Note: The Scheme was approved by the Directors of ICICI Prudential Trust Limited by circulation on October 29, 2007. The Trustees have ensured that the Scheme approved by them was new a product offered by ICICI Prudential Mutual Fund and is not a minor modification of the exiting Schemes.

For ICICI Prudential Asset Management Company Limited

Sd/-

Nimesh Shah
Managing Director

Place : Mumbai
Date : May 27, 2019