

Don't Wait for a
right opportunity,
Create it!



Presenting
ICICI Prudential
BOOSTER SIP

KEY FEATURES

- The disciplinary approach of regular investments is of big advantage to the investor as he/she doesn't need to actively track the market.
- Booster SIP Invests dynamically in Equity
- Rupee Cost Averaging + Value Averaging
- Transfers smaller installment when Valuations are Higher & larger installment when Valuations are Lower

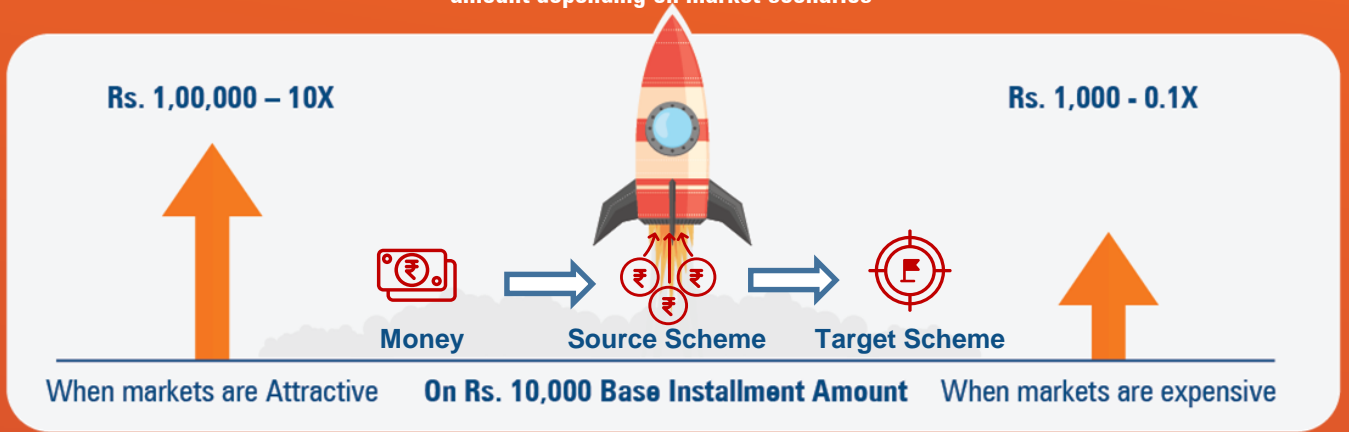
ICICI
PRUDENTIAL
MUTUAL FUND

TARAKKI KAREIN!

BOOSTER SIP

The power of Variable Amount

Invests through an STP a variable amount in Target Scheme in the range of 0.1-10X of base installment amount depending on market scenarios

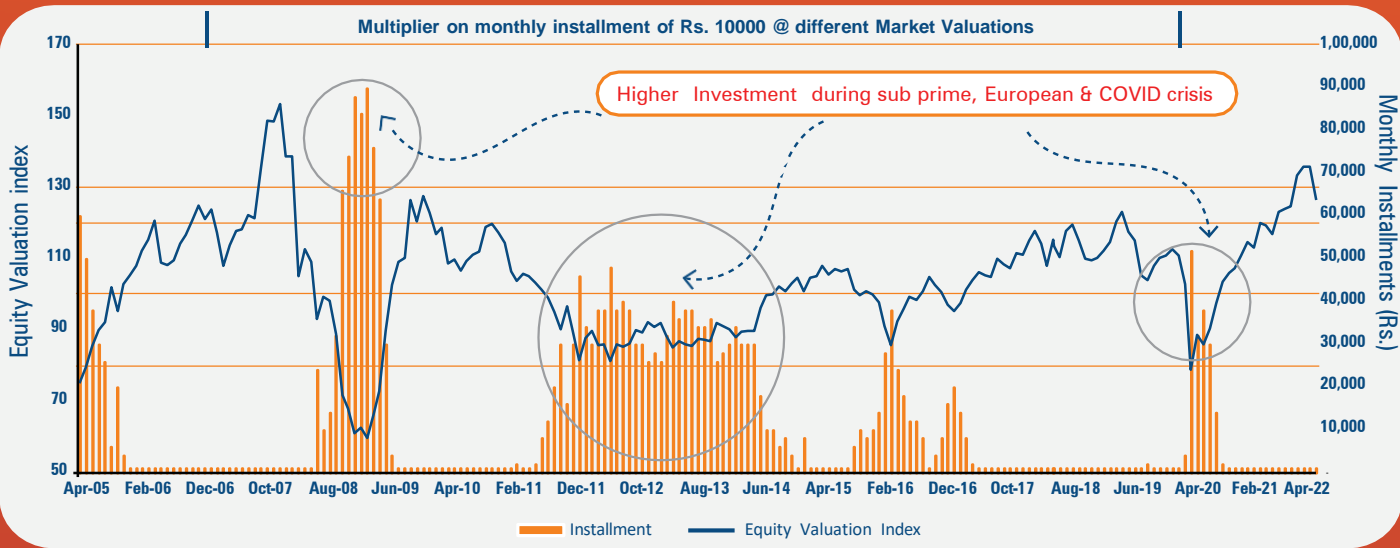


The above is only for illustration purposes and is based on various technical/market related factors based on which the SIP amount is determined. These factors are not exhaustive and may undergo change as per market conditions from time to time. Past performance may or may not sustain in future.

Booster SIP is an fixed SIP amount in the Source Scheme which is transferred through monthly STP to Nifty 50/ Nifty Midcap 150/ Nifty Smallcap250 using a multiplier on the base installment amount. The amount transferred to the Target scheme may vary based on the multiplier. The Base installment amount and the SIP installment amount will be the same. The multiplier is the extent to which the base installment amount may vary. In case of Booster SIP it will be within the range of 0.1X to 10X of the base installment. For eg, on a base installment of Rs. 10,000, the investment amount can be from Rs. 1,000 (0.1X multiplier) to Rs. 1,00,000 (10X multiplier). The multiplier is decided based on the Equity Valuation Index, EVI is the Equity Valuation Index which is a proprietary model of ICICI Prudential AMC (Henceforth referred to as EVI). EVI is the Equity Valuation Index which is a proprietary model of ICICI Prudential AMC. The EVI is derived by assigning equal weights to Price to Earnings (PE), Price to book (PB), G-Sec*PE and Market Cap to Gross Domestic Product (GDP)

Equity Valuation Index & SIP installment

Booster SIP switch can vary Installment amount from 0.1X to 10X of base installment amount based on Equity Valuation Index



The multiplier is the extent to which the base installment amount may vary. In case of Booster STP it will be within the range of 0.1X to 10X of the base installment. For eg, on a base installment of Rs. 10,000, the investment amount can be from Rs. 1,000 (0.1X multiplier) to Rs. 1,00,000 (10X multiplier). The multiplier is decided based on the Equity Valuation Index, EVI is the Equity Valuation Index which is a proprietary model of ICICI Prudential AMC (Henceforth referred to as EVI). EVI is the Equity Valuation Index which is a proprietary model of ICICI Prudential AMC. The EVI is derived by assigning equal weights to Price to Earnings (PE), Price to book (PB), G-Sec*PE and Market Cap to Gross Domestic Product (GDP). The above is only for illustration purposes and is based on various technical/market related factors based on which the SIP amount is determined. These factors are not exhaustive and may undergo change as per market conditions from time to time. Past performance may or may not sustain in future.

Potential Alpha Generation

Benchmark	Booster SIP (%CAGR)	Normal SIP (% CAGR)	Alpha Over Normal SIP (%CAGR)
Nifty 50 Index	12.9%	10.2%	2.7%
Nifty 500 Index	13.8%	10.5%	3.3%
Nifty Smallcap 250	15.6%	10.8%	4.8%
Nifty Midcap 150	17.3%	13.6%	3.7%

Source : MFJ Explorer, Based on back-tested data of 5 Year Rolling returns for each month ended from March 2010 to Apr 2022. For normal & Booster SIP CAGR returns are total return of Source & Target Scheme /index Nifty 50 Index, Nifty 500 Index, NiftyMidcap150, NiftySmallcap250 Source Scheme Index: Crisil Short Term Bond Fund Index. The above returns are of benchmark/ index and do not indicate returns of any scheme *CAGR = $\left(\frac{\text{EndingValue}}{\text{BeginningValue}} \right)^{\frac{1}{n}}$

How Booster SIP decides the STP Amount

Buy Low, Sell High Approach

Equity Valuation Index Comes down



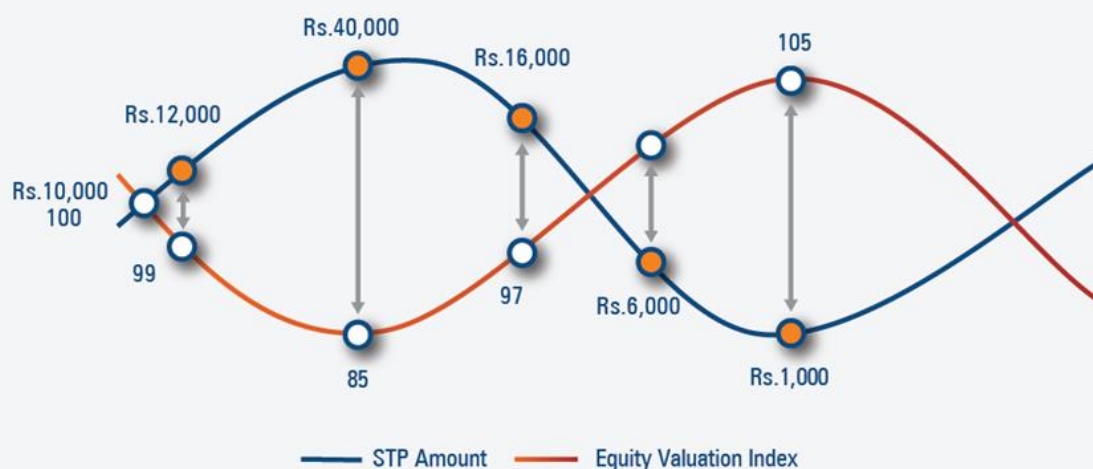
Increase Equity Exposure



Equity Valuation Index goes up



Decrease Equity Exposure



For Illustration purpose only

Journey of Normal SIP vs Booster SIP

Started a monthly SIP of Rs.10,000 using
Normal SIP and Booster SIP Feature in different Indexes in Apr-05

Particulars	Nifty 50		Nifty Midcap 150		Nifty Smallcap 250	
	Normal SIP	Booster SIP	Normal SIP	Booster SIP	Normal SIP	Booster SIP
Value of Investment As on Apr-22	Rs. 60,36,096	Rs. 67,81,280	Rs. 85,06,443	Rs. 1,03,44,900	Rs. 69,36,216	Rs. 83,97,224
CAGR	11.6%	12.7%	15.0%	16.9%	12.9%	14.8%

On base Installment of Rs. 10,000. Source Scheme: Crisil Short Term Bond Fund Index

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Illustration Booster SIP with Monthly SIP amount of Rs. 10,000 in the Source Scheme which is transferred through monthly Booster to Nifty 50/ Nifty Midcap 150/ Nifty Smallcap250 using a multiplier on the base installment amount. The amount transferred to the Target scheme may vary based on the multiplier. The Base instalment amount and the SIP instalment amount will be the same. The multiplier is the extent to which the switch amount may vary based on the base instalment amount. In case of Booster SIP it will be within the range of 0.1X to 10X of the base installment. For eg, on a base installment of Rs. 10,000, the switch amount can be from Rs. 1,000 (0.1X multiplier) to Rs. 1,00,000 (10X multiplier). The multiplier is decided based on the Equity Valuation Index, EVI is the Equity Valuation Index which is a proprietary model of ICICI Prudential AMC (Henceforth referred to as EVI). EVI is the Equity Valuation Index which is a proprietary model of ICICI Prudential AMC. The EVI is derived by assigning equal weights to Price to Earnings (PE), Price to book (PB), G-Sec*PE and Market Cap to Gross Domestic Product (GDP)
Under Normal SIP a fixed amount is invested in the desired scheme at pre-defined intervals.
Under Booster SIP, a fixed amount is invested at pre-defined intervals in the source scheme and a variable amount is transferred to the Target Scheme at pre-defined intervals depending on Equity Valuation Index.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully. Data as on 30th Apr, 2022. Past performance may or may not be sustained in the future. Above is only for illustrative purposes, actual results may vary.



Rupee Cost Averaging + **Value Averaging** = **Booster SIP**

Rupee cost averaging - Invest a fixed amount of money at regular intervals irrespective of whether the markets are going high or low. This ensures that you buy more units when the markets are low and lesser units when they are high and you average out your purchasing price

Value Averaging – Invest more when market is attractive and invest less when market is at higher value

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