

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

# 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 Mar-22	Rs. 60,18,041	Rs. 67,64,182	Rs. 82,30,200	Rs. 1,00,28,751	Rs. 66,82,702	Rs. 81,12,041
CAGR	11.6%	12.8%	14.8%	16.7%	12.7%	14.6%

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

The above is only for illustration purposes and is based on various technical/market related factors based on which the STP 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. Source Scheme: CRISIL Short Term Bond Fund Index  
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 Smallcap 250 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 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.

## Potential Alpha Generation

Benchmark	Booster SIP (%CAGR)	Normal SIP (% CAGR)	Alpha Over Normal SIP (%CAGR)
Nifty 50 Index	12.9%	10.1%	2.8%
Nifty 500 Index	13.8%	10.5%	3.3%
Nifty Smallcap 250	15.6%	10.7%	4.9%
Nifty Midcap 150	17.3%	13.6%	3.7%

Source : MFI Explorer. Based on back-tested data of 5 Year Rolling returns for each month fended rom March 2010 to Mar 2022, For normal & Booster STP CAGR returns are total return of Source & Target Scheme /index Nifty 50 Index, Nifty 500 Index, Nifty Midcap 150, Nifty Smallcap 250 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 = [(Ending Value/Beginning Value) ^ (1/No. of Years)]-1

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)

Disclaimer: All figures and other data given in this document are dated. The same may or may not be relevant at a future date. The A M C takes no responsibility of updating any data/information in this material from time to time. 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. 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. Past Performance may or may not be sustained in future.

Disclaimer: In the preparation of the material contained in this document, ICICI Prudential Asset Management Company Ltd. (the AMC) has used information that is publicly available, including Budget speech and information developed in-house. The stock(s)/sector(s) mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in this stock(s). Some of the material used in the document may have been obtained from members/persons other than the A M C and/or its affiliates and which may have been made available to the A M C and/or to its affiliates. Information gathered and material used in this document is believed to be from reliable sources. The A M C however does not warrant the accuracy, reasonableness and /or completeness of any information. We have included statements / opinions / recommendations in this document, which contain words, or phrases such as "will", "expect", "should", "believe" and similar expressions or variations of such expressions, that are "forward looking statements". Actual results may differ materially from those suggested by the forward looking statements due to risk or uncertainties associated with our expectations with respect to, but not limited to, exposure to market risks, general economic and political conditions in India and other countries globally, which have an impact on our services and /or investments, the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc. ICICI Prudential Asset Management Company Limited (including its affiliates), the Mutual Fund, The Trust and any of its officers, directors, personnel and employees, shall not liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner. Further, the information contained herein should not be construed as forecast or promise or investment advice. The recipient alone shall be fully responsible/are liable for any decision taken on this material.

Please read terms & conditions in the application form before investing or visit [www.iciciprnmf.com](http://www.iciciprnmf.com). This facility should not be associated or confused with Systematic Transfer Plan, Value Systematic Transfer Plan, Flex Systematic Transfer Plan; all these are separate facilities provided by ICICI Prudential AMC Limited.

The multiplier is the extent to which the base installment amount may vary. In case of Booster STP it will be with in the range of 0.1X to 5X 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. 50,000 (5X 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). Above is only for illustrative purposes, actual results may vary.