PARTNER'S HANDBOOK

The information contained herein is solely for private circulation for reading / understanding of registered Advisors / Distributors and should not be circulated to investors / prospective investors.
Message from CEO's Desk

DEAR PARTNER,

We take this opportunity to thank you for the trust placed with us. I can assure you that at ICICI Prudential we shall keep pace with your Tarakki through our enhanced service efficiency and delivery.

We would like to reiterate our commitment in building robust operating platforms and processes capable of delivering consistent growth to you and your clients. I am pleased to share our Handbook, a quick snapshot of all what we have delivered based on your valuable inputs and feedback.

Our ultimate goal is to enrich our partners and customers through our capital market expertise, while striking a balance between risk and reward strategy. Let’s continue our journey towards Tarakki together and make it more memorable!

NIMESH SHAH
CEO
IN THE UPCOMING PAGES

IMPORTANT ATTAINMENTS & INITIATIVES
- Efficient Processing
- Account Statement - Anytime - Anywhere
- Stay Connected
- Digitally Yours!
- Business Enhancement Initiatives
- Regular Updates on Your Business
- Brokerage Snapshot
- Advance Intimation On Non Business Days

YOUR TRANSACTION WINDOW
- Empanel Yourself
- Financial Transaction NAV & Cut-off
  Time Applicability
- Our Systematic Plans
- Non-Financial Transaction TAT
- Brokerage

YOUR VOICE

AT YOUR SERVICE

SAMPLE FORMS
- Forms
- Feedback

Page No. 06-18
Page No. 19-23
Page No. 24-39
Page No. 40-43
Page No. 44-47

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Efficient Processing

We have maintained an excellent track record of overall efficiency and performance.

✅ Efficiency 🔄 Performance

99%

Requests Processed
Within The Committed TAT
We have maintained an excellent track record of overall efficiency and performance.

99%

Requests Processed
Within The Committed TAT
Account Statement - Anytime - Anywhere

Account Statement Download in IPRUTOUCH App

- Call 8882501234 to Download IPRUTOUCH Distributor Application

Insta SOA Services - 24*7 availability

- Call on 18005729612 to get account statement instantly

SMS service for account statement

- To send SOA to investors SMS SOAI <folio_number > on 8422997997
- To receive SOA on registered email-ID SMS SOAD <folio_number > on 8422997997

Website>>Request for an e-Statement


PRUPARTNER Login>>Account Statement


Call-center – request for account statement

- Call on 18002005050 to request for account statement
Account Statement - Anytime - Anywhere

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Website>>Request for an e-Statement

• https://arch.icicipruamc.com/AMC_WEB/APP/ASPX/account_statement_distr.aspx

PRUPARTNER Login>>Account Statement

• https://arch.icicipruamc.com/Distr_New/APP/ASPX/frmLogin.aspx

Call-center – request for account statement

• Call on 18002005050 to request for account statement

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Now we are available on Sundays as well

Call us at 1800 200 5050 between 8 am to 8 pm, Monday to Saturday & 9 am to 7 pm on Sunday. Write to us at enquiry@icicipruamc.com

PMS support also available at Contact Center.

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PORTFOLIO MANAGEMENT SERVICES

PMS support also available at Contact Center.

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Digitally Yours!

A. APP FOR DISTRIBUTORS

- Transactions for New Investor
  - Purchase
  - SIP
- Transactions for Existing Investor
  - Purchase
  - SIP
  - Redemption
  - Switch
  - Rollover
  - Dividend Transfer Plan
  - Option change

B. IPRU PARTNER LOGIN ON WEBSITE [www.icicipruamc.com]

- You may avail any of the following services on accessing this Facility:
  - Sales Performance of your investments
  - View/download your Client’s Investment details & Portfolios
  - Access to Market Information / View of IPRUMF
  - Access to Sales Materials presented by IPRUMF for its products
  - Communicate electronically to the customer service & Sales channel

C. DISTRIBUTOR CORNER TRANSACT WITHOUT LOGIN ON WEBSITE

- Transactions for New Investor
  - Purchase
  - SIP

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C. DISTRIBUTOR CORNER TRANSACT WITHOUT LOGIN (arch.icicipruamc.com)

Transactions for Existing Investor

- Purchase
- SIP
- Redemption
- Switch
- Rollover
- Dividend Transfer Plan
- Option change

Transactions for New Investor

- Purchase
- SIP
Business Enhancement Initiatives

Monthly Business Concalls
Concall with Experts to get an update on
• Market Outlook
• Product
• Services

Social Media Campaign for you
• Ampli Spot - a social media initiative IFA’s
• Creating AMC approved social media marketing content with Partners consent

Sales Enabler Tools
• Master Stroke - A digital business tool offered to the IFA’s
• Webinar for IFA’s

Regular Updates on Your Business

WEEKLY BUSINESS UPDATE EMAILER

Weekly Business Update

Total SIP Update

Net Sales Update

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Business Enhancement Initiatives

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Advance Intimation on Non Business Days

**NON BUSINESS DAY COMMUNICATION**

Advance information on Non business day to ensure proper scheduling of your transaction.

Payout scheduler given to clarify redemption payout status.

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Brokerage Snapshot

Brokerage Bifurcation

Reference of Web Based Reports of Cams Online

T+1 Email Trigger Post Brokerage Payout

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SIP PLUS – A systematic investment solution which aims to create wealth & offers life cover

How does SIP PLUS work?

₹1,000 p.m. invested in SIP

Year 1 Year 2 Year 3

In case of death on

2

3

1

1

Rupa

In case of withdrawal from

3

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INVEST YOUR WAY TO FINANCIAL FREEDOM

Planning for financial freedom just got easier! Invest through ICICI Prudential Freedom SIP for your preferred tenure and withdrawing up to 40% of your monthly investment amount.

INVEST

TAX

<table>
<thead>
<tr>
<th>SIP Amount (₹)</th>
<th>Question Periods</th>
<th>Multiples</th>
<th>Minimum Investment Amount (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>₹1,000</td>
<td>6</td>
<td>1x</td>
<td>₹10,000</td>
</tr>
<tr>
<td>₹10,000</td>
<td>12</td>
<td>1.5x</td>
<td>₹1,000,000</td>
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<tr>
<td>₹20,000</td>
<td>32</td>
<td>2x</td>
<td>₹2,000,000</td>
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<tr>
<td>₹50,000</td>
<td>96</td>
<td>3x</td>
<td>₹5,000,000</td>
</tr>
</tbody>
</table>

To invest, consult your Financial Advisor Visit www.icicibank.com

ICICI Prudential Freedom SIP is an investment scheme designed to offer diversified investments and potential wealth creation opportunities. The SIP amount is calculated on the basis of the investment date. The SIP investment amount and ICICI Prudential Life Insurance Co. Ltd. is the insurer. For more details, please refer to the product guide available on the website or from the nearest ICICI Prudential Life Insurance Co. Ltd. branch. Please read the terms and conditions of the product guide before investing.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.
A big payout is good. A payout that keeps growing is better.

Presenting

ICICI Prudential
FREEDOM SWP
A feature that helps you maintain your lifestyle today & tomorrow

Benefits of ICICI Prudential Freedom SWP

Growing Cash Flow: Freedom SWP aims to grow cash flow through regular contributions and capital gains, allowing you to maintain your lifestyle and enjoy the benefits of regular income. The growing cash flow enables you to meet your financial goals and enjoy a comfortable retirement.

Tax-Efficient: ICICI Prudential’s Freedom SWP combines life cover and wealth creation with tax benefits. The缴税-free nature of the plan allows you to save more and grow your wealth faster.

Flexibility: Choose the amount of life cover and term, and choose the premium payment frequency according to your needs. The plan offers you the flexibility to adjust your contributions as per your financial goals.

Fixed SWP vs Freedom SWP

Asymmetric SWP vs. symmetric ICICI Prudential Freedom SWP. The above comparison is for illustration purpose only. The actual returns may vary. For illustration purpose, the ICICI Prudential Freedom SWP is projected to give higher returns at the end of 15 years. It is important to remember that the returns are based on the assumptions made by ICICI Prudential Mutual Fund and are subject to market fluctuations. The future returns are subject to change and may be different from the past.

Freedom SWP

Incorporating Cash Flow in your overall investment strategy.

INVEST YOUR WAY TO FINANCIAL FREEDOM

Planning for financial freedom just got easier. Invest through ICICI Prudential Freedom SIP for your preferred tenure and withdraw up to 3x of your monthly investment amount.

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Ipru has maintained their slogan tarakki karein so well that they innovate lot of things in digital services in mf industry. Getting instant statements and other services helps us a lot which adds value in our services to our investors. Proud to be Ipru partner.

Jayesh N Parekh - (ARN- 84245)

At the outset I would like to appreciate the services rendered by your esteemed organisation. The support services you offer such as statement requests, IPRU touch and especially the Chairman’s circle support email, help resolve the issues within 24 hours of mail sent from IFAs, all of which are in its pinnacle.

Valady V Barathwaaj - (ARN-79576)
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Valady V Barathwaaj - (ARN-79576)
Your Voice

We sincerely appreciate your customer service, how you're always available to handle challenging issues, the excellent work you have demonstrated on every issue, and the professional way you conduct business. It's a pleasure working with you!

Santosh Badhei - (ARN-131419)

Thank you for the prompt and timely services provided to us. Any query raised to them gets resolved timely thanks to the whole team. Keep assisting as you have always done! I think 'perfection can not be improved' you guys are perfect.

Manish Sikaria - (ARN-85179)

The Handbook is best to use when it comes to service and operational process. The TAT is comparably awesome.

Satish Pandey - (ARN-96623)

Thanks for having such a key knowledge handbook which carries every minor details regarding operations & processing part & also solve our query on first level. It help us to trained our back-end staff. Look forward for supporting ideas.

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Empanel Yourself

A. EMPANEL YOURSELF ONLINE - INDEPENDENT FINANCIAL ADVISOR (IFA)

• IFA with tax status as Individual can avail the facility of Online Empanelment

• The online Empanelment can be done through iPRUTOUCH Mobile Application and our website www.icicipruamc.com

B. EMPANEL YOURSELF OFFLINE - ALL CATEGORY DISTRIBUTORS

• Refer website (www.icicipruamc.com) for documentation and more details
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### PURCHASE TRANSACTION

<table>
<thead>
<tr>
<th>Scheme Type</th>
<th>Amount</th>
<th>Application Time</th>
<th>Credit in Bank A/c (Same day)</th>
<th>NAV Applicability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liquid/OVERNIGHT Schemes</td>
<td>Any Amount</td>
<td>On or Before 1.30 p.m.</td>
<td>On or Before 1.30 p.m.</td>
<td>Day preceding the day of application (T-1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>After 1.30 p.m.</td>
<td>Before 1.30 p.m.</td>
<td>Day preceding the next business day (T)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>After 1.30 p.m.</td>
<td>After 1.30 p.m.</td>
<td>Day preceding the next business day (T)</td>
</tr>
<tr>
<td>Funds other than Liquid Schemes</td>
<td>&gt;= 2 lacs</td>
<td>On or Before 3.00 p.m.</td>
<td>On or Before 3.00 p.m.</td>
<td>Day on which the funds are credited to bank a/c (T)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>After 3.00 p.m.</td>
<td>Before 3.00 p.m.</td>
<td>Next Business day (T+1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>After 3.00 p.m.</td>
<td>After 3.00 p.m.</td>
<td>Next Business day (T+1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Before 3.00 p.m.</td>
<td>N.A.</td>
<td>Next Business day (T+1)</td>
</tr>
<tr>
<td></td>
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<td></td>
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<td>N.A.</td>
<td>Next Business day (T+1)</td>
</tr>
</tbody>
</table>

**Note:**
1) ‘T’ being the date of transaction
2) Saturday and other notified trading/bank holidays would be considered as Non Business Day

### SWITCH TRANSACTION

<table>
<thead>
<tr>
<th>Switch - Out</th>
<th>Switch-In</th>
<th>Amount of Switch</th>
<th>Transaction Day</th>
<th>NAV Applicability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switch-Out</td>
<td>Switch-In</td>
<td>&gt;= 2 Lacs</td>
<td>Business Day (T) e.g. Any day of the week except Friday</td>
<td>Next Business Day (T+1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt; 2 Lacs</td>
<td>Business Day (T) e.g. Friday or day preceding Holiday</td>
<td>Business Day (T)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Any amount</td>
<td>Business Day (T) e.g. Friday or day preceding Holiday</td>
<td>Business Day (T)</td>
</tr>
</tbody>
</table>

### NAV Applicability
- **Switch Out**: Day preceding the next business day (T+1)
- **Switch In**: Day preceding the next business day (T+1)

**Note:**
1) Switch request will only be processed if both the schemes have a Business Day on the date of receipt of the switch request. Else it will be processed on the next Business Day on which both the schemes have a Business Day.
2) If the switch / change is within two plans of the same scheme having the same portfolio, the switch would happen on the date of receipt of the switch request irrespective of any amount.

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<tbody>
<tr>
<td>Liquid/Overnight</td>
<td>Any Amount</td>
<td>On or Before 1.30 p.m.</td>
<td>On or Before 1.30 p.m.</td>
<td>Day preceding the day of application (T-1)</td>
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<tr>
<td>Schemes</td>
<td></td>
<td>After 1.30 p.m.</td>
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<td>Switch In</td>
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<td>Switch-In</td>
<td></td>
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<td>Business Day (T)</td>
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<td></td>
<td>&gt;= 2 Lacs</td>
<td>Business Day (T) e.g. Monday</td>
<td>Next Business Day (T + 1)</td>
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<td></td>
<td>Business Day (T) e.g. Friday or day preceding Holiday</td>
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<td>Business Day (T) (Friday)</td>
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<td>&gt;= 2 Lacs</td>
<td></td>
</tr>
<tr>
<td>Debt Schemes</td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>Debt/Equity Schemes</td>
<td></td>
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**Financial Transaction NAV & Cut-Off Time Applicability**

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<td>Switch Out</td>
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</tbody>
</table>

#### Debt Schemes

- **>= 2 Lacs**
  - Business Day (T): Any day of the week except Friday
  - Business Day (T): Friday
  - Day preceding the next Business Day (e.g. Sunday)

- **< 2 Lacs**
  - Business Day (T): Any day of the week except Friday
  - Business Day (T): Friday
  - Day preceding the next Business Day (e.g. Sunday)

#### Liquid Schemes

- **>= 2 Lacs**
  - Business Day (T): Any day of the week except Friday
  - Next Business Day (T+1)

#### Equity Schemes

- **>= 2 Lacs**
  - Business Day (T): Any day of the week except Friday
  - Friday

- **< 2 Lacs**
  - Business Day (T): Any day of the week except Friday
  - Business Day (T)

Note: 1) Switch request will only be processed if both the schemes have a Business Day on the date of receipt of the switch request. Else it will be processed on the next Business Day on which both the schemes have a Business Day.

2) If the switch / change is within two plans of the same scheme having the same portfolio, the switch would happen on the date of receipt of the switch request irrespective of any amount.

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### SWITCH TRANSACTION

<table>
<thead>
<tr>
<th>Transaction Day</th>
<th>NAV Applicability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switch Out</td>
<td>Switch In</td>
</tr>
</tbody>
</table>

#### Debt Schemes

- **>= 2 Lacs**
  - Business Day (T): Any day of the week except Friday
  - Friday

- **< 2 Lacs**
  - Business Day (T): Any day of the week except Friday
  - Business Day (T)

#### Liquid Schemes

- **Any Amount**
  - Business Day (T): Any day of the week except Friday

#### Equity Schemes

- **>= 2 Lacs**
  - Business Day (T): Any day of the week except Friday
  - Friday

- **< 2 Lacs**
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Financial Transaction NAV & Cut-Off Time Applicability

REDEMPTION TRANSACTION

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<tr>
<th>Scheme Type</th>
<th>Application Time</th>
<th>NAV Applicability</th>
</tr>
</thead>
<tbody>
<tr>
<td>All schemes</td>
<td>On or Before 3.00 p.m.</td>
<td>Day of receipt of application (T)</td>
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<tr>
<td></td>
<td>After 3.00 p.m.</td>
<td>Next Business day</td>
</tr>
</tbody>
</table>

PAYMENT PROCESS:

As per SEBI guidelines, redemption proceeds should be despatched to the unit holder within 10 business days from the specified redemption date.

However, the Fund endeavors to make redemption payments in below timelines, subject to verification:

<table>
<thead>
<tr>
<th>Scheme Type</th>
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<tbody>
<tr>
<td>Liquid Fund</td>
<td>T+1 Business day from the transaction day</td>
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<td>Debt Fund</td>
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<tr>
<td>Equity Fund</td>
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</tr>
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<td>Equity Income Fund</td>
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<tr>
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<tr>
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<td>T+2 Business days from the transaction day</td>
</tr>
<tr>
<td>Advisor series - Asset Allocator</td>
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<td>Advisor series - Thematic Advantage</td>
<td>T+4 Business days from the transaction day</td>
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<tr>
<td>Advisor series - Passive Strategy</td>
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Our Systematic Plans

SYSTEMATIC INVESTMENT PLAN (SIP)
This Plan facilitates the investor to invest a fixed amount of rupees on specific dates of month for a predefined period.

- A systematic investment solution which aims to create wealth and offers life cover

- SIP Top Up is facility where an investor can increase the sip amount on regular basis without submitting any fresh request for the same every time

- Micro SIPs are exempt from the requirement of PAN. In order to facilitate small-ticket investments, SEBI has withdrawn the requirement of PAN for SIPs that do not exceed Rs. 50,000 in a financial year

- SIP Pause is a facility which facilitates the investor to pause his/her existing SIP for a temporary period. SIP can be paused for a minimum period of 1 month to a maximum period of 3 months

DIVIDEND TRANSACTION

PAYMENT PROCESS:
As per SEBI Guidelines dividend proceeds should be dispatched to the unitholder within 30 calendar days from the specified dividend record date.

However, the Fund endeavors to make dividend payment within 5 working days, subject to verification.

Note: Investors should update their complete bank account details for seamless payment through electronics mode as follows:

<table>
<thead>
<tr>
<th>Bank Account Number</th>
<th>Bank Branch</th>
<th>Bank City</th>
<th>IFSC</th>
<th>MICR</th>
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Financial Transaction NAV & Cut-Off Time Applicability

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Type of Account (Savings, Current, NRE, NRO & FCNR)

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This Plan facilitates the investor to transfer a fixed amount from one scheme to another scheme of the Mutual Fund. The investor would need to fill in an STP application form. Details such as amount, from & to date, source and target scheme needs to be provided.

“Flex STP” is a facility wherein unit holder(s) of designated open-ended Scheme(s) of ICICI Prudential Mutual Fund can opt to transfer variable amount(s) linked to value of investments under Flex STP on the date of transfer at pre-determined intervals to another designated open-ended Scheme(s).

Value STP is a facility wherein the unit holder(s) can opt to transfer an amount at regular intervals from a designated open-ended Scheme to a designated open-ended Scheme. It includes a feature of a "Reverse Transfer" from the Transferee Scheme into the Transferor Scheme, in order to achieve the specified Target Investment Value on each transfer date in the Transferee Scheme, subject to the terms and conditions of Value STP.

SYSTEMATIC WITHDRAWAL PLAN (SWP)

This Plan facilitates the investor to withdraw fixed amount from any scheme of the Mutual Fund at a regular interval. The investor would need to fill in an SWP application form. Details such as amount, from & to date, source scheme needs to be provided.
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Non-Financial Transaction TAT

T+1
• Change in Mode of holding
• Change in Address
• Updation of Contact detail
• Updation of Key details (Such as MICR IFSC A/C type, DOB etc)
• PAN updation
• Dividend Option change
• Payout (Electronic to Physical or Viceversa) option change
• Updation of KYD
• Updation of Self Declaration

T+2
• Nomination
• Specimen Signature
• Change in Bank Mandate
• Consolidation
• Multiple mandate
• Change in Name
• Change of Guardian
• Minor to Major
• Lien Registration and Cancellation
• FATCA updation
• Change in Broker code
• KYC updation
• Updation of Bank details in broker records
• POA Registration and Cancellation

T+3
• Change in Tax Status

T+5
• Transmission
• AUM Merger
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<thead>
<tr>
<th>T+1</th>
<th>Non-Financial Transaction TAT</th>
</tr>
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<tbody>
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<th>Non-Financial Transaction TAT</th>
</tr>
</thead>
<tbody>
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BROKERAGE PAYMENT PROCESS:

• The AMC endeavors to make correct and early commission payment to all the distributors

• Communication regarding Self Declaration Form, (SDF) pendency and other regulatory requirement gets triggered by AMC on regular intervals

Important

• Payment process will be followed subject to SDF EUIN validity, KYD, ARN details are appropriately updated at AMFI level and the same is also updated at AMC end.

• PAN KYC & PIN of all your Investors to be updated

DISTRIBUTOR COMMUNICATION

Communication to Broker after brokerage payment

• SMS is sent to all distributors whose mobile numbers are registered in system informing about release of payment

Brokerage summary email to all the partners (T+1 from Payout)

• Email statements are sent to the distributors whose email ids are available & rest of the cases physical statements sent to distributors along with the covering letter

• Brokerage summary statement to all IFAs

Chairman’s Circle – The Elite League

• Program based on AAUM points

• “Tarraki karein” Additional trail payout plan

• “Tarraki karein” support – eRM services
Brokerage

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At Your Service

Write us at enquiry@icicipruamc.com OR contact on our customer care helplines 1800 222 999 (from MTNL/BSNL) and 1800 200 6666 (Others) between 8 am to 8 pm, Monday to Saturday and 9 am to 7 pm on Sunday

AT YOUR SERVICE

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COMMON APPLICATION FORM

PAN BASED MANDATE CUM SIP REGISTRATION FORM

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Go to Index
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Sample Forms

SIP REGISTRATION MANDATE FORM FOR FREEDOM SIP/SIP PLUS

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Feedback

WE WELCOME YOUR FEEDBACK

Please send your feedback at partnersfeedback@icicipruamc.com
Sample Forms

COMMON APPLICATION FORM FOR LUMP SUM/SYSTEMATIC INVESTMENTS INCLUDING SIP PIUS

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Feedback

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YOUR FEEDBACK

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PARTNER'S HANDBOOK

TOGETHER TOWARDS TARAJKKI

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