

The Right **ALLOCATION** To
The Right **ASSET** At
The Right **TIME**



ICICI Prudential **Asset Allocator Fund**

(An open ended fund of funds scheme investing in equity oriented schemes, debt oriented schemes and gold ETFs/ schemes)

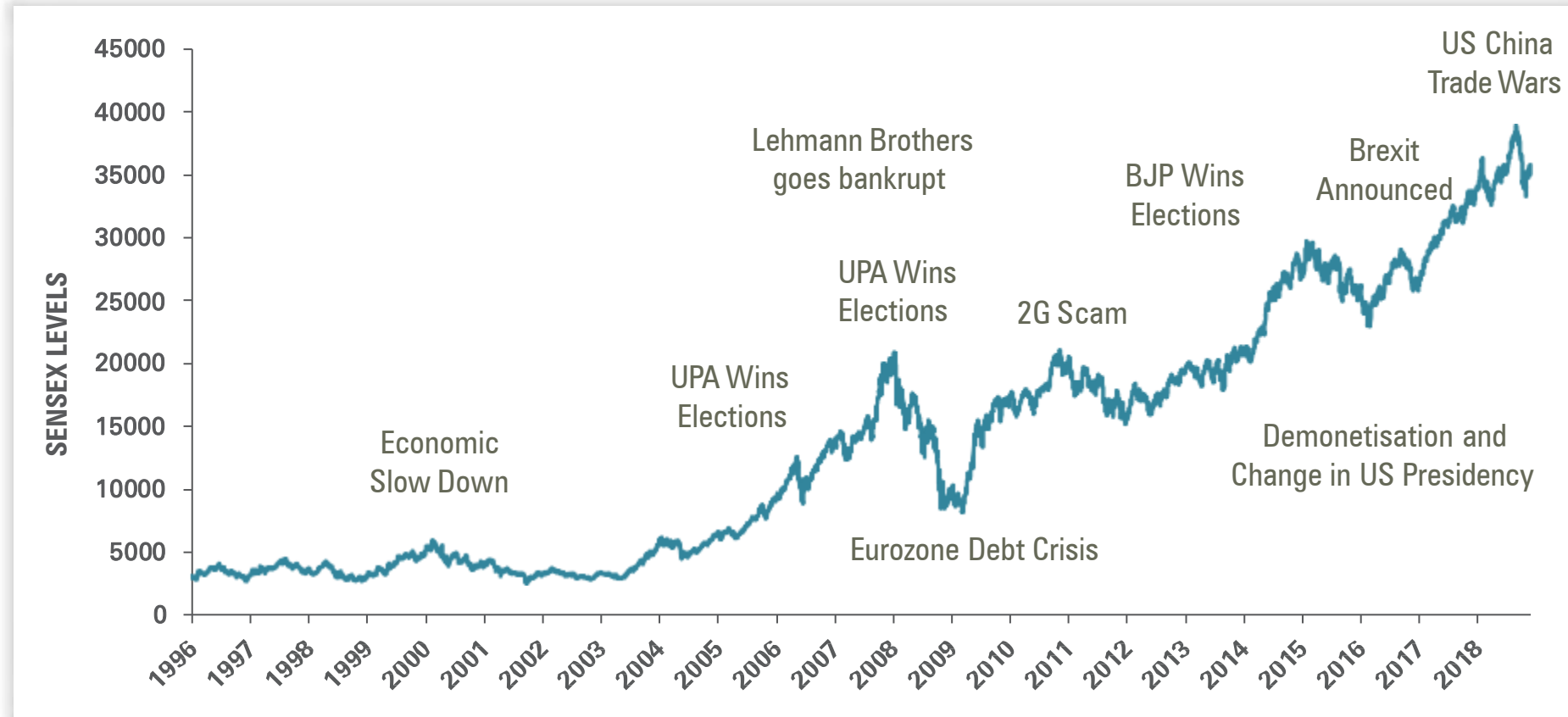


—TARAKKI KAREIN!

Equity: World of Bulls & Bears



Equity Market tends to outperform over a long run. A significant event can trigger volatility in equity market.



Source: BSE India. Price return Variant of the S&P BSE Sensex Index has been considered. Past performance may or may not sustain in future.

Follow the Signals for a Smoother Investment Journey



Return Profile across market cycle

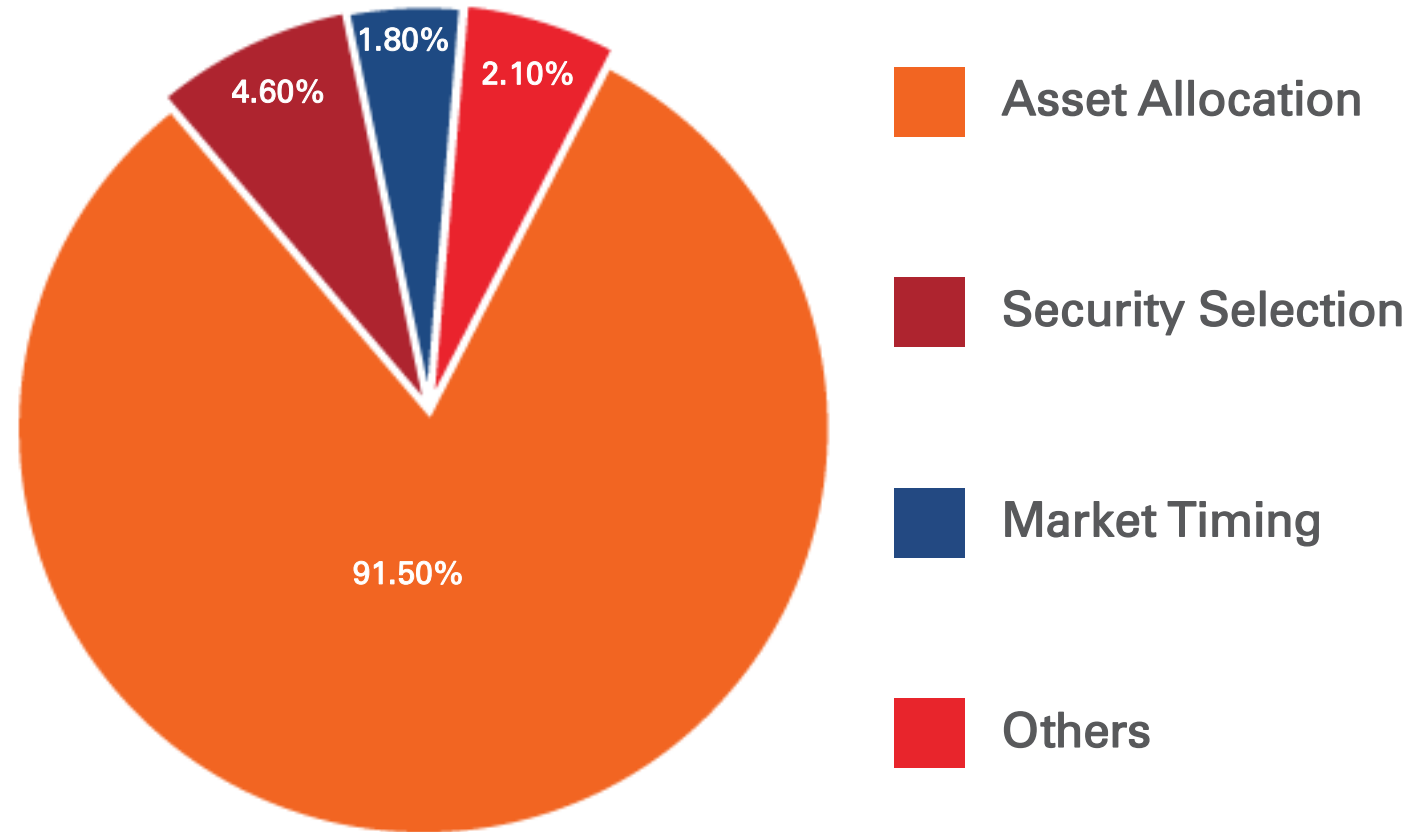
- Winners have kept on rotating
- Asset classes perform based on the market cycle
- Equity market tends to generally perform well in expansionary economies
- Gsec tends to generally perform well in contracting economies
- Shift of allocation between asset classes can ensure a smoother investment journey

Year	Nifty 50 TRI	GSec
2005	39	4
2006	42	5
2007	57	6
2008	-51	28
2009	78	-9
2010	19	3
2011	-24	2
2012	29	11
2013	8	-1
2014	33	14
2015	-3	7
2016	4	15
2017	30	0
2018	6	6

Hence... Asset Allocation is Paramount



Allocation towards the right asset class is a key determinant for portfolio performance over a long run

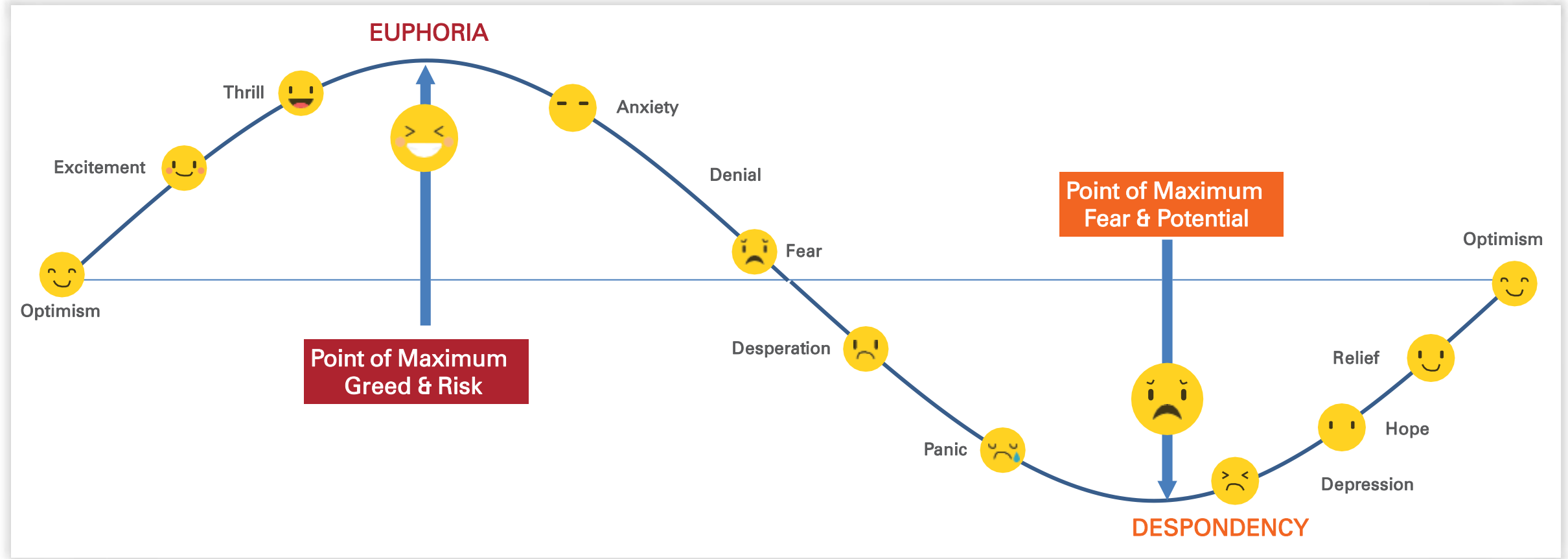


Source: "Determinants of Portfolio Performance II, An Update" by Gary Brinston, Brian D. Singer and Gilbert L. Beebower, Financial Analysts Journal May-June 1991. For illustrative purpose only. Not indicative of any specific investment.

Greed and Fear: Various Reactions of an Investor



Greed & Fear



For illustrative purpose only.

Investor Actions During Various Market Cycles



“Be fearful when others are greedy and be greedy when others are fearful” - Warren Buffet

However, investors often do the reverse. This has been exhibited by the below scenarios:

	Date	PE Ratio	PB Ratio	Mcap to GDP	DII Flows (Rs. Crores)
HIGH Valuation	Sep-18	23.81	2.92	82%	12,504
	Aug-17	23.12	2.95	80%	16,205
	Sep-17	22.68	2.92	83%	21,026
	Feb-18	22.49	3.12	86%	17,813

	Date	PE Ratio	PB Ratio	Mcap to GDP	DII Flows (Rs. Crores)
LOW Valuation	Sep-13	15.34	2.25	60%	-9,130
	Sep-12	15.66	2.67	70%	-9,160
	Jan-13	16.3	2.69	70%	-17,542
	Mar-14	16.86	2.39	66%	-13,140

So what is the solution to this?



The solution is very simple:

- 1) "Allocating to right asset at the right time"
- 2) "Buy low, Sell High" strategy for equity allocation.

Solution may look simple, however the same is difficult to implement and investors frequently end up doing the opposite.



Challenges: Static v/s Asset Allocation

An orange icon of an hourglass with a circular arrow around it, symbolizing time and frequency.

Frequency of re-balancing

A red icon of a person carrying a stack of papers, representing operational hassles.

Operational hassles like paper work

A blue icon of a door with the word 'EXIT' written on it, representing exit load structure.

Exit load structure of the scheme

A red icon of a person holding a document labeled 'TAX' and a pair of scissors, representing taxation on gains.

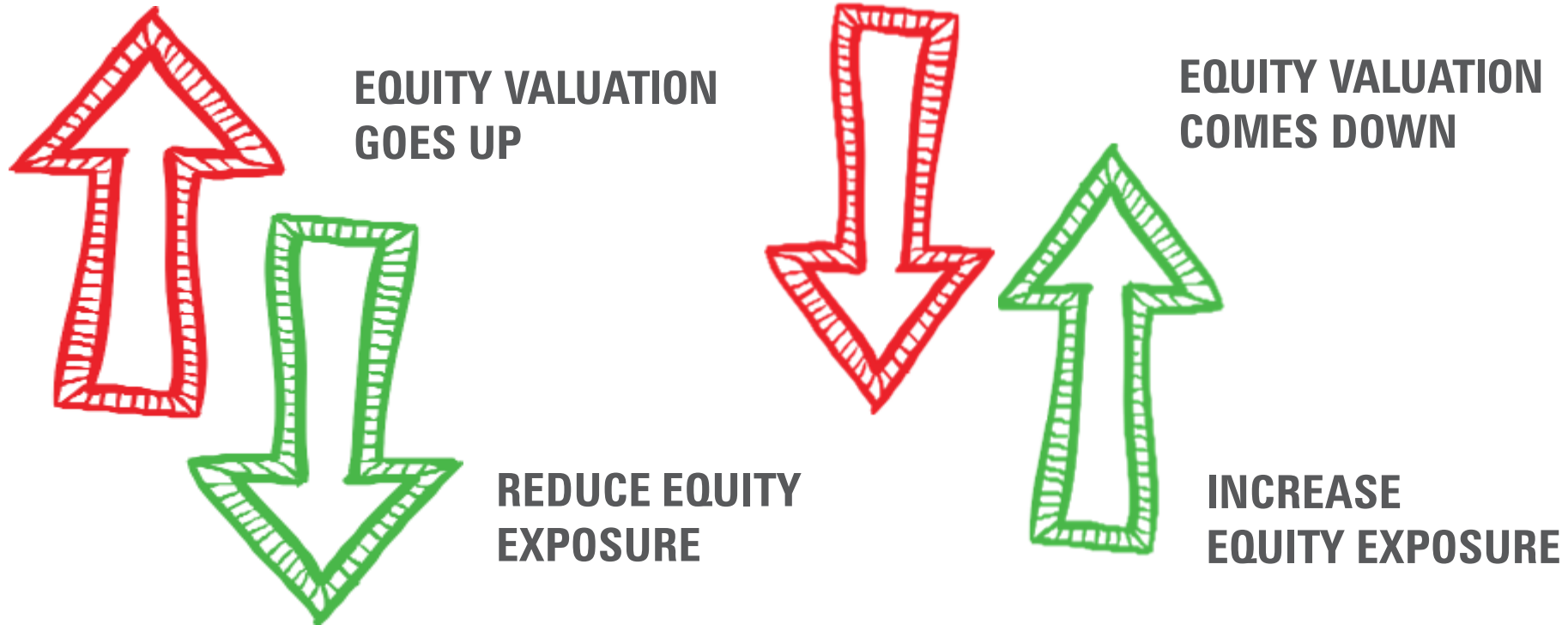
Taxation on gain on re-balancing

The asset allocation and investment strategy will be as per Scheme Information Document.

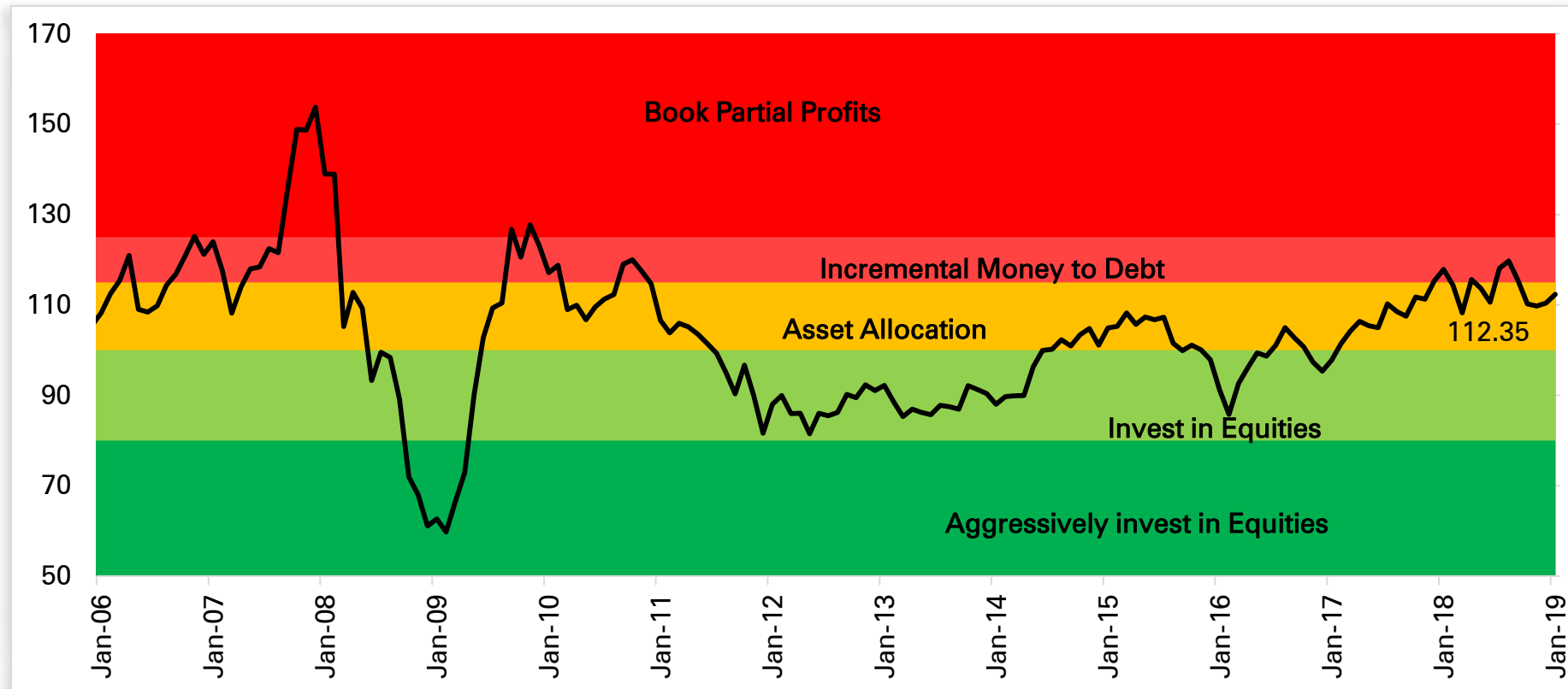
What is High & What is Low?



An In house Valuation Model allows “Buying Low and Selling High” strategy while keeping human emotions aside



Buy Low, Sell High Strategy through Equity Valuation Index

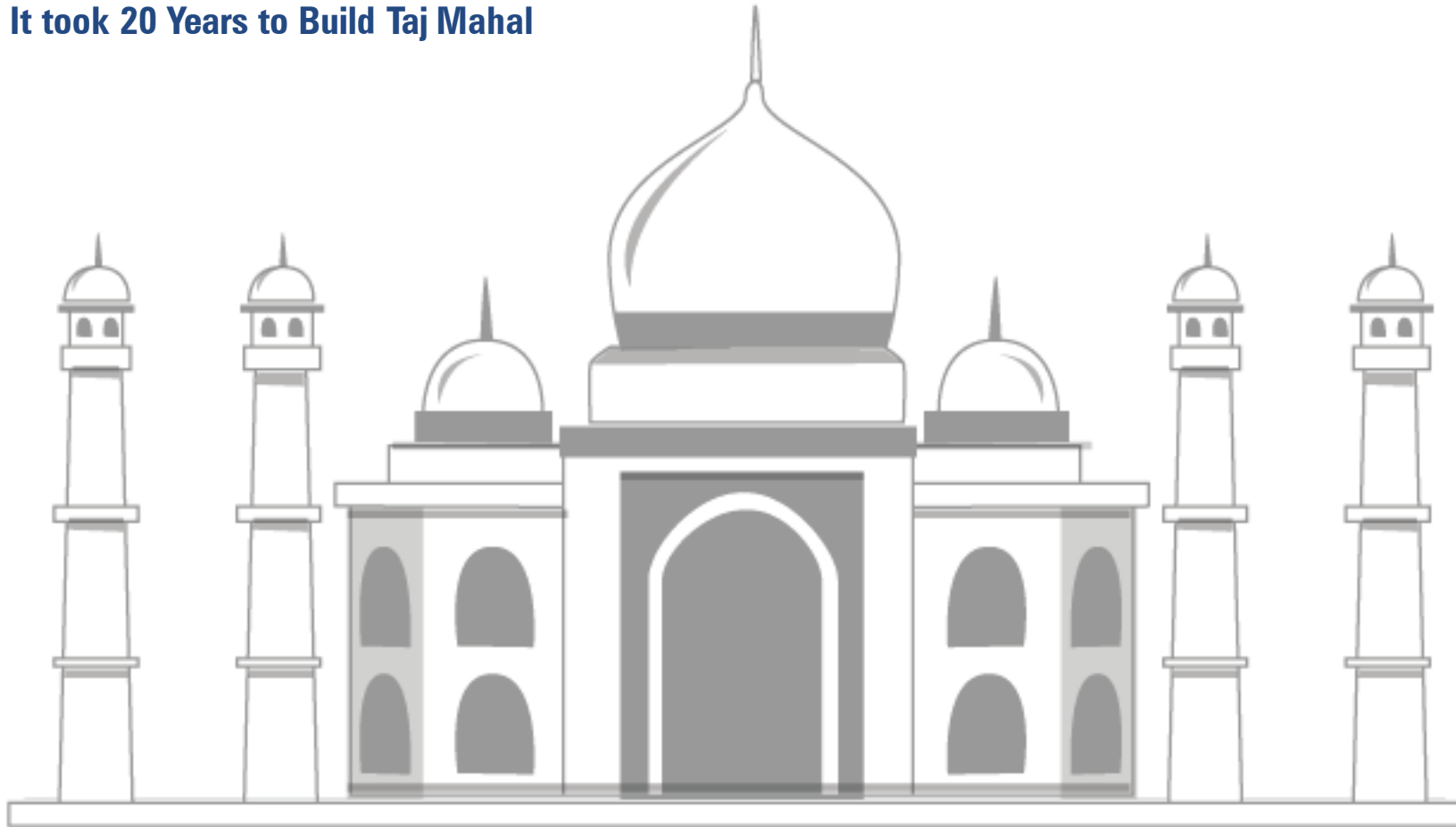


Equity valuation index is calculated by assigning equal weights to Price to equity (PE), Price to book (PB), G-Sec*PE and Market Cap to Gross Domestic Product (GDP)

Good things take time to build



It took 20 Years to Build Taj Mahal



- When a model is put to practice for long, then an efficient model gets created.
- Evolution of the model is continuous process – **That's why Experience matters !!!**



How to catch a Cricket Ball ?

Option: 1

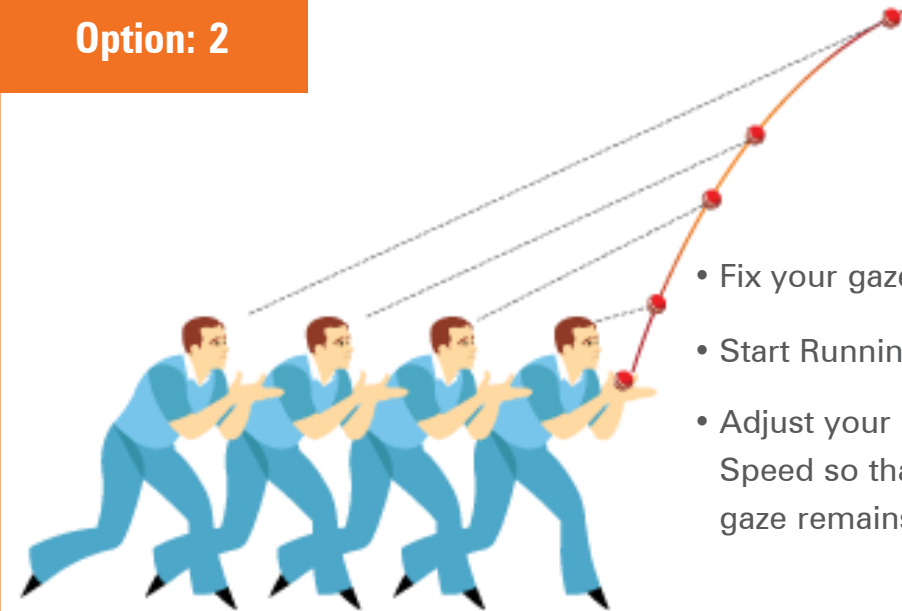
$$y = (v_0 \sin \theta) \left(\frac{x}{v_0 \cos \theta} \right) - \frac{1}{2} g \left(\frac{x}{v_0 \cos \theta} \right)^2$$

$$= (\tan \theta) x - \left(\frac{g}{2(v_0 \cos \theta)^2} \right) x^2$$

$$= (\tan \theta) x - \left(\frac{g \sec^2 \theta}{2(v_0)^2} \right) x^2$$

???

Option: 2



- Fix your gaze on the ball
- Start Running
- Adjust your running Speed so that the angle of gaze remains constant

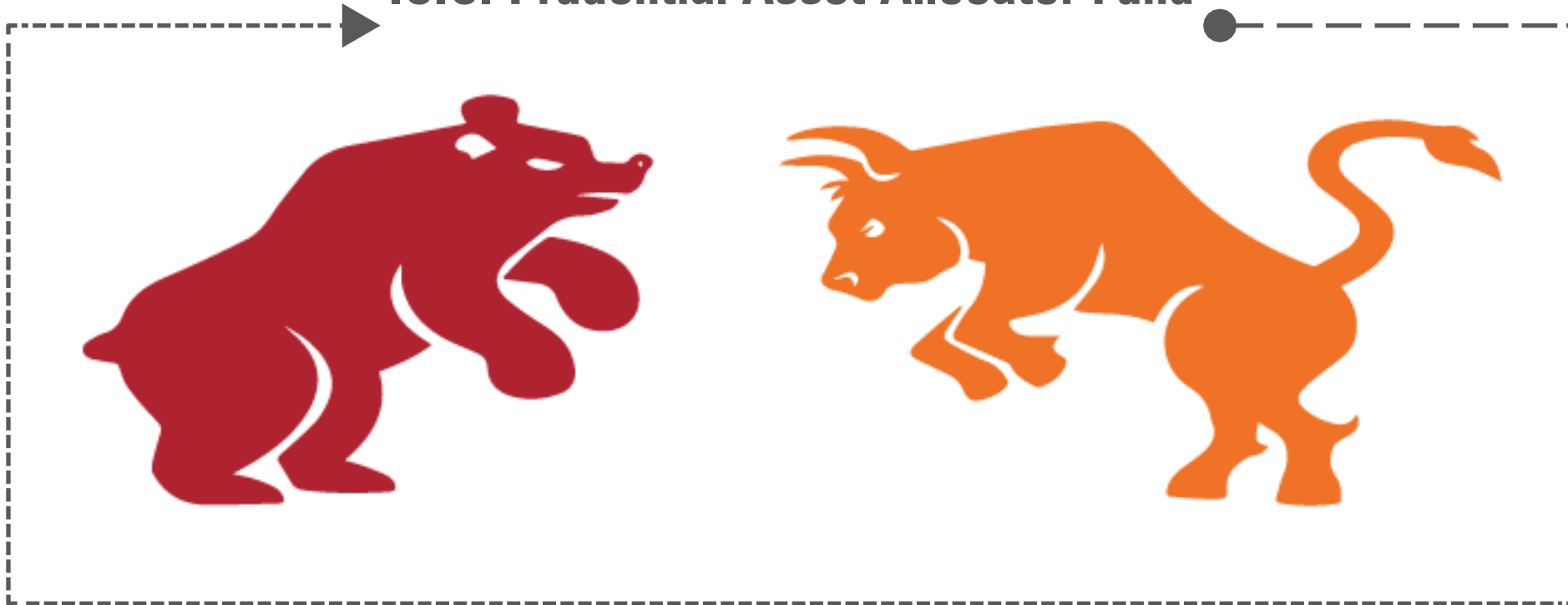
**We tend to Follow a Simple Counter Cyclical Approach:
Buy Low & Sell High**

A Scheme that Aims to ALLOCATE to the Right ASSETS
At the Right TIME



Presenting

ICICI Prudential Asset Allocator Fund



Allocation between EQUITY & DEBT at the Right TIME



This Scheme aims to capture the optimum allocation of Debt & Equity based on the attractiveness of one asset class over the other.

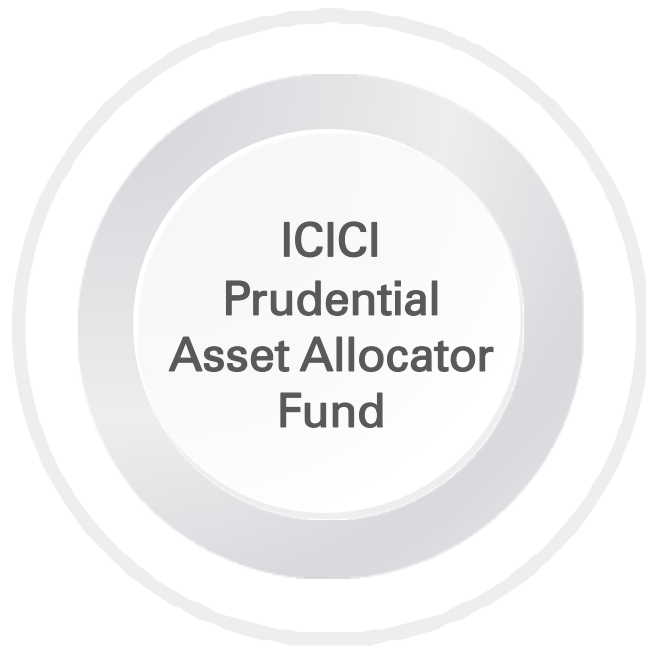


Allocation between asset classes

- The Scheme will be actively managed by Fund Managers having expertise of equity and debt markets.
- The Scheme allocates between equity and debt mutual fund schemes based on in-house valuation model.

The Right Allocation is not only dependent on Equity Valuation, also considers the opportunities that are available in Debt Market.

Why Invest in ICICI Prudential Asset Allocator Fund



- Active Asset Allocation
- Diversification between asset classes
- Periodic review and re-balancing*
- Aim to generate better risk adjusted returns
- Debt taxation with indexation benefits

Scheme Features



Minimum application amount	The minimum application amount for the Scheme is Rs.5,000 (and in multiples of Re. 1)
Entry/ Exit Load	<p>Entry Load – Not applicable</p> <p>Exit load –</p> <ul style="list-style-type: none">• If the amount sought to be redeemed or switched out is invested upto one year from the date of allotment - 1% of applicable NAV• If the amount sought to be redeemed or switched out is invested for more than one year from the date of allotment – Nil
Benchmark	CRISIL Hybrid 50 + 50 - Moderate Index
Fund Manager	S. Naren & Dharmesh Kakkad (Equity Portion) & Manish Banthia (Debt Portion)
SIP/STP/SWP	Available

Investors may please note that they will be bearing the recurring expenses of the relevant fund of funds scheme in addition to the expenses of the underlying schemes in which the fund of funds scheme makes investment.

Why Wait?, Invest Now



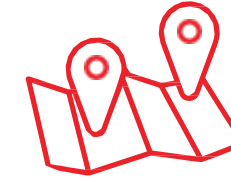
FILL

Application Form: <https://www.icicipruamc.com/Downloads/mutual-fund-application-form.aspx>



PAY

Cheque in favour of ICICI Prudential Asset Allocator Fund



SUBMIT

Official Points of Acceptance of AMC or CAMS

OR

INVEST THROUGH IPRUTOUCH –
A QUICK & SIMPLE MODE

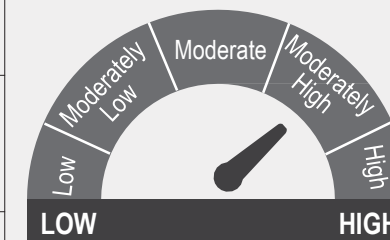




ICICI Prudential Asset Allocator Fund (An open ended fund of funds scheme investing in equity oriented schemes, debt oriented schemes and gold ETFs/ schemes) is suitable for investors who are seeking*:

- Long Term wealth creation
- An open ended fund of funds scheme investing in equity oriented schemes, debt oriented schemes and gold ETF/schemes.

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



Investors understand that their principal will be at Moderately high risk

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

All figures and other data given in this document are dated. The same may or may not be relevant at a future date. The AMC 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 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 AMC and/or its affiliates and which may have been made available to the AMC and/or to its affiliates. Information gathered and material used in this document is believed to be from reliable sources. The AMC 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.