

# ICICI Prudential Bluechip Fund

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



## About the Scheme

Launched on May 23, 2008, **ICICI Prudential Bluechip Fund** is an open ended equity scheme predominantly investing in large cap stocks. It aims to maintain a minimum exposure of 80% towards equity and equity related instruments of large cap companies.

- A large cap equity scheme that focuses on stocks in which the fund manager has high conviction. The investment universe of the Scheme predominantly comprises top 100 stocks by market capitalisation.
- The Scheme's benchmark hugging approach ensures that the portfolio is well diversified across sectors.

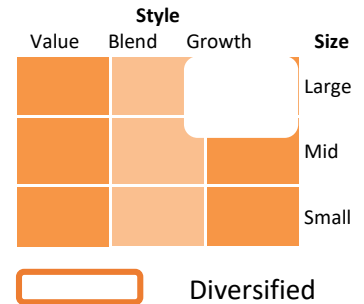
## Current Investment Strategy

- *Large cap bias:* The Scheme seeks to invest only in large cap companies with a proven track record, quality management and good growth potential.
- *Long-term focus:* The Scheme has adopted a "buy and hold" approach. The Scheme aims to invest in companies that offer potential for long-term growth. It intends to take aggressive position in high conviction stocks with an aim to generate alpha.
- *Bottom-up approach:* Stock selection is based on bottom-up approach. The endeavour is to select the good stock/s in a sector than to diversify into many stocks confined to sectors.
- *Benchmark hugging strategy:* The Scheme follows a benchmark hugging strategy, which ensures that the portfolio is well diversified across sectors and helps reducing the overall concentration risk.

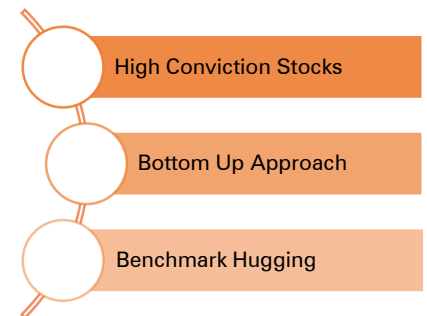
## Why ICICI Prudential Bluechip Fund?

- The Scheme is suitable for investors who wish to invest in large cap stocks which are relatively less volatile as compared to other stocks, have good proven track record, strong fundamentals and capable of delivering consistent long term returns.
- The Scheme also provides diversification to the investors who wish to park their funds across various themes and sectors.
- The benchmark hugging approach provides the investors a sense of confidence that the funds parked in are invested in line with the benchmark.

## Investment Style



## Investment Strategy



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## Features of the Scheme

Type of Scheme	An open ended equity scheme predominantly investing in large cap stocks.	
Plans	ICICI Prudential Bluechip Fund & ICICI Prudential Bluechip Fund - Direct; Options – Growth & Dividend (payout* and reinvestment facility available)	
Minimum Application Amount	Rs. 100 (plus in multiple of Re.1)	
Minimum Additional Application Amount	Rs. 100 (plus in multiple of Re.1)	
Minimum Redemption Amount	Any Amount, (w.e.f – February 17, 2020)	
Entry Load	Not applicable	
Exit Load	Up to 1 year from allotment	1% of applicable NAV
	More than 1 year from allotment	Nil
Fund Manager	Anish Tawakley (Managing this scheme since Sept, 2018 & Overall 24 years of experience) Rajat Chandak (Managing this scheme since Jul, 2017 & Overall 11 years of experience) In addition to the fund manager managing this fund, the Overseas investment is managed by Ms. Priyanka Khandelwal.	
Benchmark Index	Nifty 100 TRI	
SIP / SWP / STP (Flex/Value)	Available	

\*The minimum amount for dividend payout shall be 100 (net of dividend distribution tax and other statutory levy, if any), else the dividend would be mandatorily reinvested.

### 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



## Statutory Details

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

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