

ICICI Prudential Dividend Yield Equity Fund

An open ended equity scheme predominantly investing in dividend yielding stocks.



About the scheme

- Launched on May 16, 2014, **ICICI Prudential Dividend Yield Equity Fund** is an open-ended equity scheme that seeks to generate long term capital appreciation by primarily investing in dividend yielding stocks.

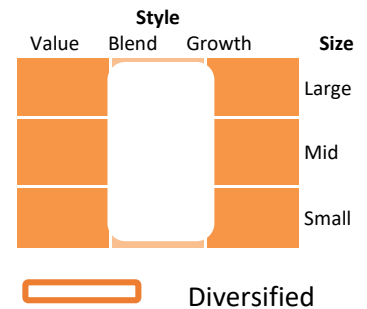
Current Investment Strategy

- Portfolio Construction:** Atleast 65% of the portfolio would be invested in dividend yielding stocks. While the criterion of dividend-yield would be used to identify the investment universe from which the portfolio will be constructed, within this universe, there will be a strong focus on selecting companies that have good corporate governance, strong fundamentals and growth prospects, good track record and consistency of dividend payments and low stock volatility.
- Investment Approach:** The scheme can invest across market capitalizations and follows blend investment style.

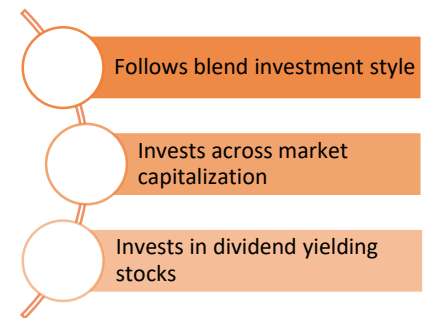
Why ICICI Prudential Dividend Yield Equity Fund?

- The scheme is suitable for those investors who seek to invest in dividend yielding stocks along with potential capital appreciation.
- Investors willing to invest across all market caps can consider this scheme for investing.
- High dividend yield stocks are more likely to help in limiting downside risk than other stocks in falling equity market. On the other hand, these stocks show good possibilities of capital appreciation in reviving market.
- The scheme is suitable for those investors who wish to invest for a long period of time (five years or more).

Investment Style



Investment Strategy



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Features of the Scheme

Type of Scheme	An open ended equity scheme predominantly investing in dividend yielding stocks	
Plans	ICICI Prudential Dividend Yield Equity Fund & ICICI Prudential Dividend Yield Equity Fund – Direct; Options: Growth & Dividend (payout* and reinvestment facility available)	
Minimum Application Amount	Rs 5,000 (plus in multiple of Re.1)	
Minimum Additional Application Amount	Rs 1,000 (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	Mittul Kalawadia has been manage this scheme since Jan 2018,has 13 years of experience, Mrinal Singh has been managing this scheme since May 2014, has 17 years of experience. In addition to the fund manager managing this Scheme, the overseas investment of the scheme is managed by Ms. Priyanka Khandelwal.	
Benchmark Index	Nifty Dividend Opportunities 50 Index	
SIP / SWP / STP (Flex/Value)	Available	

*The minimum amount for dividend payout shall be Rs.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 that aims for growth by primarily investing in equity and equity related instruments of dividend yielding companies.

*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.

In the preparation of the material contained in this document, ICICI Prudential Asset Management Company Limited (the AMC) has used information that is publicly available, including information developed in-house. 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. The AMC (including its affiliates), the Mutual Fund, the trust and any of its officers, directors, personnel and employees, shall not be 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. The recipient alone shall be fully responsible/are liable for any decision taken based on this material. All figures and other data given in this document are dated and the same may or may not be relevant in future. Investors are advised to consult their own legal, tax

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and financial advisors to determine possible tax, legal and other financial implication or consequence of subscribing to the units of ICICI Prudential Mutual Fund. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information document of the scheme. Please refer to the SID for investment pattern, strategy and risk factors.