

About the Scheme

Launched on November 3, 1999, **ICICI Prudential Equity & Debt Fund** is an Aggressive Hybrid scheme investing predominantly in equity and equity related instruments. The Scheme aims to generate long-term capital appreciation and accrual income from a portfolio that is invested in equity and debt.

The Scheme's equity exposure would range between 65% and 80% and debt exposure would be maintained between 20%-35%

Current Investment Strategy

Equity:

- The scheme shall invest across market capitalization. While the large cap stocks represent established enterprises selected from the Top 100 stocks by market capitalization, the mid- and small-caps represent business entities with higher growth potential over the long-term. The allocation will depend on the net equity level of the scheme as per the in-house Price to book model.
- The scheme shall use a blend of top-down and bottom-up approach for stock selection.
- The scheme shall remain sector agnostic in its investment approach. For stock picking, the Fund manager shall identify those stocks with long-term growth prospects but currently trading at modest to relative valuations.
- The scheme may also take derivatives exposure for portfolio hedging or any other permitted strategy with a view to minimize downside risk.

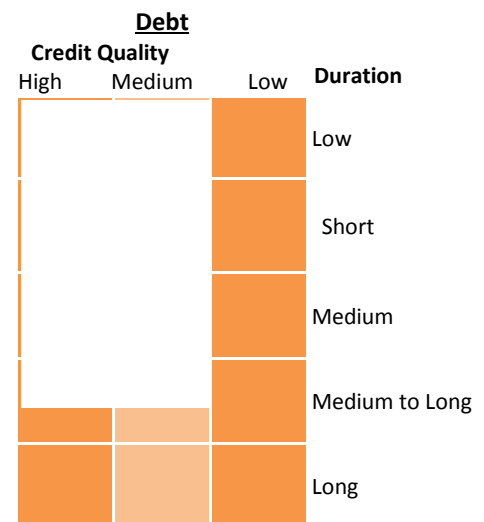
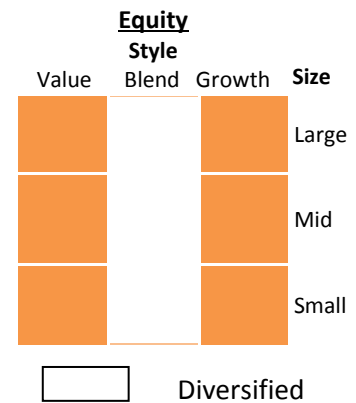
Debt:

- The Scheme intends to tactically allocate to longer duration fixed income securities with credit rating AA and above, which offer reasonable accrual. The scheme shall take exposure in well-researched corporate securities to earn reasonable carry over wealth.
- The Scheme also invests in fixed income securities issued by the government, quasi-government agencies and corporate and multilateral agencies.

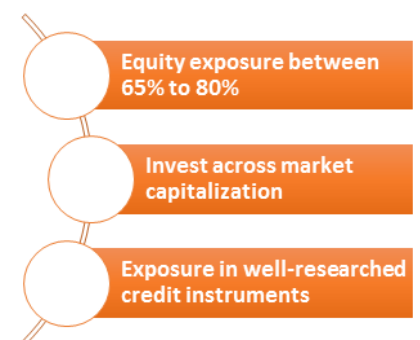
Why ICICI Prudential Equity & Debt Fund?

- The Scheme is suitable for investors who seek diversification across debt and equity with an aim to benefit from accrual income as well as long-term capital growth.
- Investors who wish to participate in the growth story of the equity markets with a portion of their portfolio invested in fixed income securities could consider investing in this scheme for a period of 3 years and above.

Investment Style



Investment Strategy



ICICI Prudential Equity & Debt Fund

An open ended hybrid scheme investing predominantly in equity and equity related instrument.



Features of the Scheme

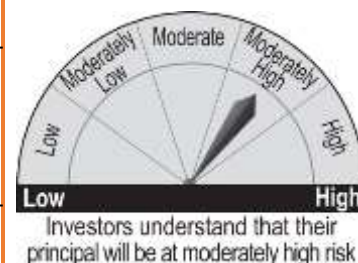
Type of Scheme	An open ended hybrid scheme investing predominantly in equity and equity related instruments	
Plans	ICICI Prudential Equity & Debt Fund and ICICI Prudential Equity & Debt Fund - Direct; Options – Growth & Dividend (Monthly & Annual frequencies) (dividend payout* and re-investment facility available)	
Minimum Application Amount	Rs. 5,000 (plus in multiples of Re.1)	
Minimum Additional Application Amount	Rs. 1,000 (plus in multiples of Re.1)	
Minimum Redemption Amount	Any Amount	
Entry Load	Not Applicable	
Exit Load	Upto 10% of units within 1 year from allotment	Nil
	More than 10% of units within 1 year from allotment	1% of applicable NAV
	After 1 year from allotment	Nil
Fund Manager	Equity: Sankaran Naren has been managing this scheme since Dec 2015 and has overall 29 years of experience. Debt: Manish Banthia has been managing this scheme since Sep 2013 and has overall 16 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	CRISIL Hybrid 35 + 65 - Aggressive Index	
SIP / SWP / STP (Flex/Value)	Available	

* In case the unit holder has opted for dividend payout option, 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 solution
- A balanced fund aiming for long term capital appreciation and current income by investing in equity as well as fixed income securities.

*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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ICICI Prudential

Equity & Debt Fund

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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 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 sector(s)/stock(s) mentioned in this presentation do not constitute any recommendation of the same and ICICI Prudential Mutual Fund may or may not have any future position in these sector(s)/stock(s). Past performance may or may not be sustained in the future. 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.