Invest through SIP

Biography of SIP in ICICI Prudential Midcap Fund

The information contained herein is solely for private circulation for reading/understanding of registered Mutual Fund Distributors and should not be circulated to investors/prospective investors.
About ICICI Prudential Midcap Fund

The Scheme is suitable for investors who wish to **invest in companies in the midcap space** that are likely to **transform into tomorrow’s leaders** over a long period of time.

The Scheme is suitable for investors who are comfortable with high risk high reward equation and are willing to **invest for 5 years and above** time horizon.

The Scheme offers **diversification** to the investors who are looking to **invest across various sectors**.

Predominantly invest in companies with market capitalization falling between the lowest and the highest market capitalization among the constituents of Nifty Midcap 150 Index.

The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme.

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Long Term SIP: Solution to Wealth Creation

The above illustration is based on current market situations and various market factors. The same is subject to change in future.

Don’t Worry
0-5 Years

Be Happy…
6-10 Years

Get Wealthier
10th Year Onwards

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Long Term SIP: Solution to Wealth Creation

Performance of SIP In ICICI Prudential Midcap Fund

SIP Amount: Rs.10,000 a Month

SIP Start Date: 1st November, 2004
# First Five Years: Don’t Worry Phase For SIP Investment

<table>
<thead>
<tr>
<th>Years</th>
<th>Invested Amount</th>
<th>Valuation at the end of Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Year</td>
<td>Rs. 1,20,000</td>
<td></td>
</tr>
<tr>
<td>2-Year</td>
<td>Rs. 2,40,000</td>
<td></td>
</tr>
<tr>
<td>3-Year</td>
<td>Rs. 3,60,000</td>
<td></td>
</tr>
<tr>
<td>4-Year</td>
<td>Rs. 4,80,000</td>
<td></td>
</tr>
</tbody>
</table>

Valuation at the end of 1st Year is as on 31st Oct 2005, Valuation at the end of 2nd Year is as on 31st Oct 2006, Valuation at the end of 3rd Year is as on 31st Oct 2007, Valuation at the end of 4th Year is as on 31st Oct 2008. The returns are calculated by XIRR approach assuming investment of Rs 10000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of the transactions. Past Performance may or may not sustain in future.

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<table>
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<th>Year</th>
<th>Invested Amount</th>
<th>Value of Investment</th>
</tr>
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<tbody>
<tr>
<td>1-Year</td>
<td>Rs. 1,20,000</td>
<td>Rs. 1,52,754</td>
</tr>
<tr>
<td>2-Year</td>
<td>Rs. 2,40,000</td>
<td>Rs. 3,78,938</td>
</tr>
<tr>
<td>3-year</td>
<td>Rs. 3,60,000</td>
<td>Rs. 7,19,322</td>
</tr>
<tr>
<td>4-Year</td>
<td>Rs. 4,80,000</td>
<td>Rs. 3,25,135</td>
</tr>
<tr>
<td>5-Year</td>
<td>Rs. 6,00,000</td>
<td>Rs. 7,90,721</td>
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Market value of investment fell after 4 years of investment. The normal reaction is to STOP THE SIP. However, you should not worry and stay invested and allow your wealth to grow over the long term.

In the 5th year, the valuation rose from Rs. 3.25 lakh to Rs. 7.90 lakh just because the investor stayed invested and continued investing.

Valuation at the end of 1st Year is as on 31st Oct 2005, Valuation at the end of 2nd Year is as on 31st Oct 2006, Valuation at the end of 3rd Year is as on 31st Oct 2007, Valuation at the end of 4th Year is as on 31st Oct 2008. Valuation at the end of 5th Year is as on 31st Oct 2009. The returns are calculated by XIRR approach assuming investment of Rs 1000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of the transactions. Past Performance may or may not sustain in future.

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SIP for Financial Goals

SIP Should Be Long Term & Goal based.
6-10 Years: Be Happy Phase of SIP

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Valuation at the end of 6th Year is as on 31st Oct 2010, Valuation at the end of 7th Year is as on 31st Oct 2011, Valuation at the end of 8th Year is as on 31st Oct 2012, Valuation at the end of 9th Year is as on 31st Oct 2013. Past Performance may or may not sustain in future. NAV of 2nd May 2012 NAV: 31.17 and on 25th May 2010: Rs.31.2. The returns are calculated by XIRR approach assuming investment of Rs 10000 on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of.

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6-10 Years: Be Happy Phase of SIP

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<tr>
<td>6</td>
<td>Rs. 7,20,000</td>
<td>Rs.12,49,585</td>
</tr>
<tr>
<td>7</td>
<td>Rs. 8,40,000</td>
<td>Rs.10,91,370</td>
</tr>
<tr>
<td>8</td>
<td>Rs. 9,60,000</td>
<td>Rs.13,47,750</td>
</tr>
<tr>
<td>9</td>
<td>Rs. 10,80,000</td>
<td>Rs.14,39,847</td>
</tr>
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Interesting to Note: NAV of the Scheme in 6th Year and in 8th Year was around Rs.31. The so-called *unwanted volatility* helps in rupee cost averaging.

Valuation at the end of 6th Year is as on 31st Oct 2010, Valuation at the end of 7th Year is as on 31st Oct 2011, Valuation at the end of 8th Year is as on 31st Oct 2012, Valuation at the end of 9th Year is as on 31st Oct 2013. Past Performance may or may not sustain in future. NAV of 2nd May 2012 NAV : 31.17 and on 25th May 2010 : Rs.31.2. The returns are calculated by XIRR approach assuming investment of Rs 10000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of

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<tr>
<td>Rs. 12,00,000</td>
<td>Rs. 30,46,350</td>
</tr>
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Power of compounding:
It took 9 years to create wealth of Rs. 14 lakh. In just, 1 year, in the 10th year, it more than doubled to around Rs. 30 lakh.

Valuation at the end of 6th Year is as on 31st Oct 2010, Valuation at the end of 7th Year is as on 31st Oct 2011, Valuation at the end of 8th Year is as on 31st Oct 2012, Valuation at the end of 9th Year is as on 31st Oct 2013, Valuation at the end of 10th Year is as on 31st Oct 2014. Past Performance may or may not sustain in future. The returns are calculated by XIRR approach assuming investment of Rs 10000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of the transactions.

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11-15 Years: Be Happy Phase of SIP

Valuation at the end of 11th Year is as on 31st Oct 2015, Valuation at the end of 12th Year is as on 31st Oct 2016, Valuation at the end of 13th Year is as on 31st Oct 2017, Valuation at the end of 14th Year is as on 31st Oct 2018, Valuation at the end of 15th Year is as on 31st Oct 2019. Past Performance may or may not sustain in future. The returns are calculated by XIRR approach assuming investment of Rs 10000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of the transactions.

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During the 18th Year...

Investment of Rs.20,50,000

Valuation is Rs. 92,92,310

Valuation During the 18th Year is as on 30th November 2021. Past Performance may or may not sustain in future. The returns are calculated by XIRR approach assuming investment of Rs 10000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of the transactions.

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To Summarize

Wealth Creation Journey of monthly SIP of Rs. 10,000 in ICICI Prudential Midcap Fund

Past performance may or may not be sustained in future. SIP Start date: 1 Nov, 2004; Valuation during 18th Year is as on 30th November 2021. Valuation at the end of 15th year is as on 31st Oct, 2019 valuation at the end of 10th Year is as on 31st Oct 2014, valuation at the end of 7th Year is as on 31st Oct 2011, valuation at the end of 5th Year is as on 31st Oct 2009, valuation at the end of 3rd Year is as on 31st Oct 2007, valuation at the end of 1st Year is as on 31st Oct 2005. Past Performance may or may not sustain in future. The returns are calculated by XIRR approach assuming investment of Rs 10000/- on the 1st working day of every month. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of the transactions.

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ICICI Prudential Midcap Fund: Preferred scheme for SIPs

- **ICICI Prudential Midcap Fund** is suitable for investors who wish to **invest in companies in the midcap space** that are likely to **transform into tomorrow’s leaders** over a long period of time.

- The Scheme is suitable for investors who are comfortable with high risk high reward equation and are willing to **invest for 5 years and above** time horizon

- The Scheme offers **diversification** to the investors who are looking to **invest across various sectors**.

- Predominantly invest in companies with market capitalization falling between the lowest and the highest market capitalization among the constituents of Nifty Midcap 150 Index.

### Why is it Preferred by Advisors and Distributors?

<table>
<thead>
<tr>
<th>Time Period</th>
<th>5 Years</th>
<th>6 Years</th>
<th>7 Years</th>
<th>8 Years</th>
<th>9 Years</th>
<th>10 Years</th>
<th>Since Inception*</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAGR (%)</td>
<td>20.1%</td>
<td>18.6%</td>
<td>16.9%</td>
<td>17.3%</td>
<td>18.6%</td>
<td>18.9%</td>
<td>15.9%</td>
</tr>
</tbody>
</table>

An SIP in ICICI Prudential Midcap Fund Can Help Investors achieving their Financial Goals.

The SIP returns are calculated by XIRR approach assuming investment of Rs. 10000/- on the 1st working day of every month.
Past performance may or may not be sustained in future. Source: MFI Explorer. Data as of November 30th, 2021. *Inception date: 28-Oct-04
ICICI Prudential Midcap Fund (An open ended equity scheme predominantly investing in mid cap stocks) is suitable for investors who are seeking:

- Long Term wealth creation
- An open ended equity scheme that aims for capital appreciation by investing in diversified mid cap companies

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

Please note that the Risk-o-meter(s) specified above will be evaluated and updated on a monthly basis as per SEBI circular dated October 05, 2020 on Product Labelling in Mutual Fund schemes - Risk-o-meter. Please refer to https://www.icicipruamc.com/news-and-updates/all-news for more details.

Scheme Benchmark: Nifty Midcap 150 TRI
MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

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