



INVEST IN INDIA'S GROWTH STORY



6 Core Sectors | 22 Stocks | 3% Discount#

Introducing **BHARAT 22 ETF**, an open-ended Exchange Traded Fund that aims to replicate the S&P BSE Bharat 22 Index.

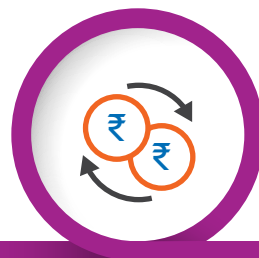
Features of BHARAT 22 ETF



Diversified Exposure to sectors with secular growth prospects and cyclicals



Stock level cap of 15% and Sector level cap of 20% applied annually

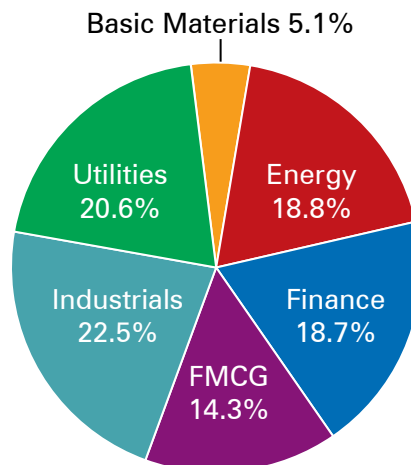


Annual Rebalancing



Companies may be Added / Deleted from the index based on Government of India Notifications

Sectoral Breakup of Constituents in the BHARAT 22 ETF



Source: AIPL. Data as on Sep 29, 2017

The above information is of the underlying index i.e. S&P BSE Bharat 22 Index

Why invest in BHARAT 22 ETF?

Discount of 3%* to all investor categories during NFO period

Diversified Exposure to leaders across 6 sectors representing balance between stability and growth

Stock level cap of 15% & Sector level cap of 20% annual rebalancing

Free Float Market Capitalization for constituent weighting

Diversified exposure offering both secular & cyclical growth prospects

Higher Dividend Yield as compared to Nifty 50 / S&P BSE Sensex*

Lower P/E & P/B as compared to Nifty 50 / S&P BSE Sensex

Government Initiatives and Reforms may benefit earnings potential of index constituents

Highly liquid index with more than 99%* of constituents under the F&O segment

P/E: Price to Equity; P/B: Price to Book; F&O: Futures & Options * Data as on September 29, 2017

How to Invest in BHARAT 22 ETF?

NEW FUND OFFER PERIOD | **Anchor investors: November 14, 2017**
Non-Anchor investors: November 15 - 17, 2017

Anchor investors:

Retirement Funds (RFs) – Minimum application amount of Rs. 10 crore and in multiples of Re. 1/- thereafter
Qualified Institutional Buyers (QIBs) – Minimum application amount of Rs. 10 crore and in multiples of Re. 1/- thereafter

Non-anchor investors:

Retail Individual Investors (RIIs) - Minimum application amount of Rs. 5,000 (and in multiples of Re. 1) upto Rs. 2 lacs
RFs – Minimum application amount of Rs. 2,00,001 and in multiples of Re. 1/- thereafter
QIBs – Minimum application amount of Rs. 2,00,001 and in multiples of Re. 1/- thereafter
Non Institutional Investors (NIIs) – Minimum application amount of Rs. 2,00,001 and in multiples of Re. 1/- thereafter

Invest in BHARAT 22 ETF today!

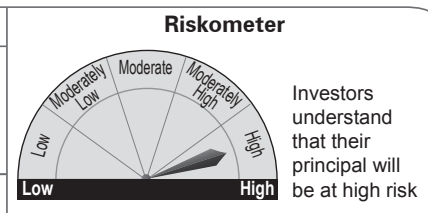
To invest, visit iciciprumpf.com

Discount is calculated on Reference Market Price. The Reference Market Price is determined based on the average of full day volume weighted average price on BSE Ltd during the Non Anchor Investor NFO Period for each of the underlying index constituents.

BHARAT 22 ETF is suitable for investors who are seeking*:

- Long term wealth creation.
- An Exchange Traded Fund that aims to provide returns that closely correspond to the returns provided by S&P BSE Bharat 22 Index, subject to tracking error.

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



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All information for an index prior to its Launch Date is back-tested, based on the methodology that was in effect on the Launch Date. Back-tested performance, which is hypothetical and not actual performance, is subject to inherent limitations because it reflects application of an Index methodology and selection of index constituents in hindsight. No theoretical approach can take into account all of the factors in the markets in general and the impact of decisions that might have been made during the actual operation of an index. Actual returns may differ from, and be lower than, back-tested returns.

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