

GOOD BUYS at GREAT PRICES

OUR VALUE INVESTMENT PHILOSOPHY



ICICI Prudential Value Fund - Series 1

A Close-Ended Equity Scheme

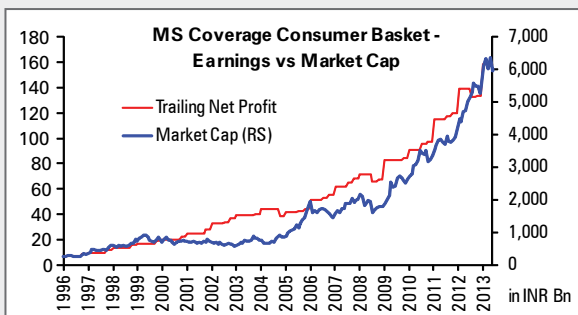
NFO Period: October 18, 2013 to October 28, 2013

What is Value investing?

Value investing is about investing in a stock that is available at a discounted price relative to the intrinsic value it has to offer. The intrinsic value in financial terms is "the actual value of a company or stock determined through fundamental analysis without reference to its market value" i.e. the "real worth of a stock" based on its fundamentals.

Simply put, the process of value investing provides an opportunity to purchase a stock, at a discounted price, and wait till the market realizes its true value in the future.

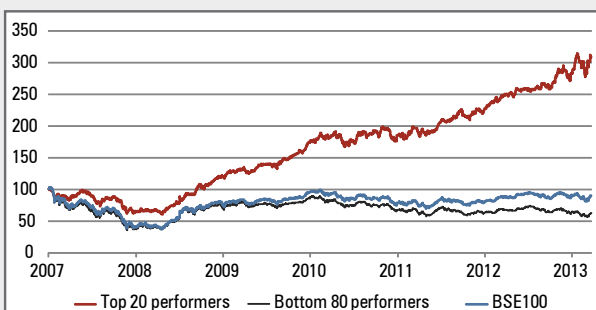
Example of 'Value investing' in Indian markets



Source: Morgan Stanley Research

In the period between 2001 and 2003, the stocks in the consumer basket represented a value buying opportunity. While profits were consistently growing, the market cap of these stocks did not mirror the growth. In the ensuing period the market realized the true value of these stocks and market cap soared.

Relevance to investors in current equity markets:



Source: Bloomberg, Jefferies estimates, rebased to 100

Even in today's situation, the market presents an opportunity where there is huge divergence between valuations of top performing stocks and the rest of the market. These stocks may possibly be available at bargain prices and just need a positive "Nudge" for markets to realize their true potential.

Introducing ICICI Prudential Value Fund – Series 1

ICICI Prudential Value Fund - Series 1 is a 3 years close ended scheme. The fund portfolio would comprise of focused 25-30 high conviction stocks by following the value investing philosophy. ^

^ *The number of stocks provided is to explain the investment philosophy and the actual number may go up or down depending on then prevailing market conditions at the time of investment.*

The fund aims to:

- Find commendable companies at reasonable price rather than generic companies at bargain price.
- Capture profits by selling equities or using derivatives.
- Declare commensurate dividends.*
- Invest in multi-cap stocks.

**Dividends will be declared subject to availability of distributable surplus and approval from Trustees*

Scheme Features

Type of scheme	A Close ended equity scheme
Investment Objective	The investment objective of the Scheme is to provide capital appreciation by investing in a well diversified portfolio of stocks through fundamental analysis. However, there can be no assurance that the investment objectives of the scheme will be realized.
Options	Direct Plan – Dividend Option Regular Plan –Dividend Option Only Dividend payout facility available
Minimum Application Amount	Rs.5,000 (plus in multiple of Rs.10)
Entry & Exit Load	Not Applicable
Benchmark Index	S&P BSE 500 Index
Fund Manager	Mr. Sankaran Naren & Mr. Mittul Kalawadia

This product is suitable for investors who are seeking*:

- **Long term wealth creation solution**
- **A close ended diversified equity fund that aims to provide capital appreciation by investing in a well diversified portfolio of stocks through fundamental analysis.**

 **HIGH RISK (BROWN)**

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

Note: Risk may be represented as:



(BLUE) investors understand that their principal will be at low risk



(YELLOW) investors understand that their principal will be at medium risk



(BROWN) investors understand that their principal will be at high risk

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

Disclaimer: In the preparation of the material contained in this document, 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 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 on this material.

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.

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.