

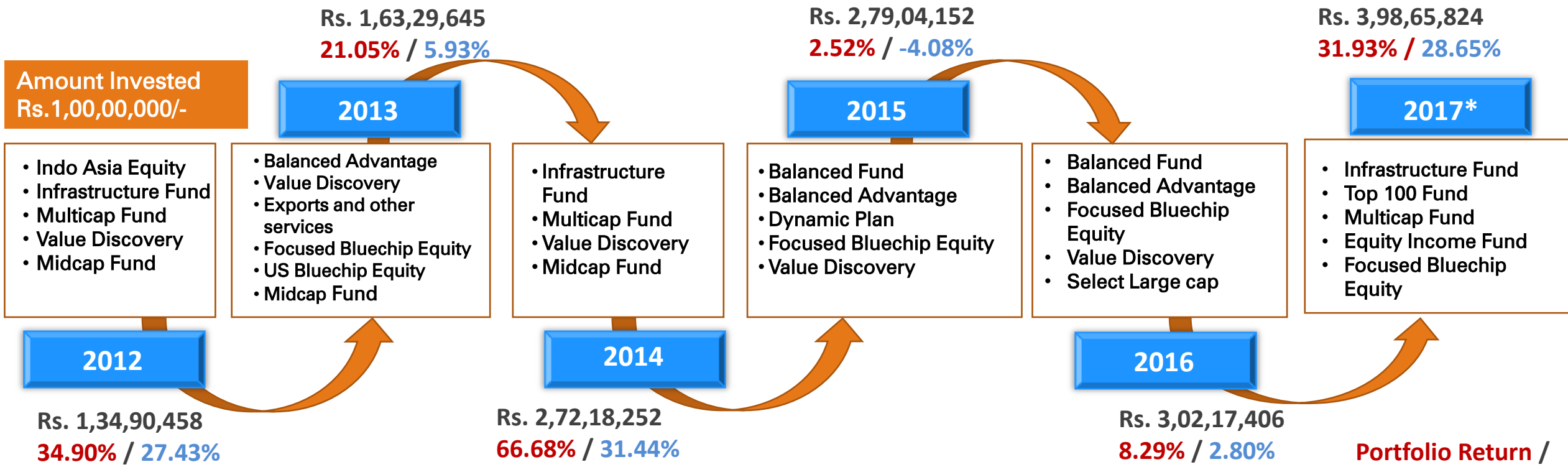
ICICI Prudential PMS Multi-Manager Portfolio

What is required for a Portfolio to generate returns?

- **Diversified Portfolio consisting of diverse fund management style.**
 - Buying same sweets from 3 different shops doesn't give different taste.
- **Taking aggressive calls when market are attractive and vice versa**
 - Being optimistic in pessimism and skeptical in euphoria.
- **Taking sizeable calls to generate alpha**
 - Taking only right calls doesn't work. Size matters.
- **Periodic rebalancing**
 - Moving between Market Caps / Sectors depending upon valuation attractiveness.
- **Exit Calls**
 - As important as buying call. Limiting downside.

Performance of ICICI Prudential Recommended Product Baskets

Performance since 1st Jan 2012 till 31st Dec 2017	Valuation as on 31st Dec 2017	CAGR
ICICI Prudential Recommended Product Portfolio	Rs. 3,98,65,824	25.91%
Nifty 50 Index	Rs. 2,25,07,656	14.47%



*Performance from year 2017 is based on January recommendation of ICICI Prudential PMS Multi-Manager Portfolio

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Past Performance may or may not sustain in future. Performance as on 31st Dec 2017. Returns are in absolute terms(unless specified otherwise).

Equity Markets are Dynamic, Portfolio should be dynamic too..

Start Year / Strategy	Portfolio Construction – Static		Portfolio Construction - Dynamic		Nifty 50	
	Value	% CAGR	Value	% CAGR	Value	% CAGR
2012	₹ 3,41,48,192	22.7%	₹ 3,98,65,824	25.9%	₹ 2,25,07,657	14.5%
2013	₹ 2,07,92,537	15.8%	₹ 2,95,52,131	24.2%	₹ 1,76,62,761	12.0%
2014	₹ 2,39,69,515	24.5%	₹ 2,44,13,160	25.0%	₹ 1,66,73,993	13.6%
2015	₹ 1,40,27,837	12.0%	₹ 1,46,46,725	13.6%	₹ 1,26,85,631	8.3%
2016	₹ 1,35,07,236	16.3%	₹ 1,42,86,700	19.5%	₹ 1,32,25,220	15.0%

Why Review and Rebalancing is important?

- Buying recommendation and holding without rebalancing has underperformed dynamic portfolio construction strategy.

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Past Performance may or may not sustain in future. Performance as on 31st Dec 2017. Returns are in absolute terms(unless specified otherwise).

How simple is it?

- Tough to do due diligence for selection of the scheme in the portfolio.
- Difficult to get convinced as an advisor or encourage investor to take call against the tide.
- Tricky to take sector calls operationally as it may attract exit-load and taxation.
- Challenging to manage client's emotions.
- Tough to persuade investor for reallocation in euphoric market.

ICICI Prudential PMS Multi-Manager Portfolio

Why ICICI Prudential PMS Multi-Manager Portfolio?

- ICICI Prudential PMS Multi-Manager Portfolio – Available under PMS platform.
- Selection of underlying scheme will be based on Fund house views on various economic parameters.
- Active monitoring of the portfolio. Rebalancing at appropriate intervals.
- Benefit of having diverse funds management style and various sector schemes available under one roof.

- Taxation
 - As its under PMS platform, it will be taxed like an equity oriented fund and not like FOF of Mutual Funds.
- Exit Loads
 - Will re-balance ideally on yearly basis. However Portfolio manager may make necessary changes in the selection of the scheme based on the changes in market conditions.
- Fund Management Charges
 - Management fees are capped at 2.5%. Almost equivalent to equity scheme cost.

Diverse Fund Management Styles

ICICI Prudential Focused Bluechip Equity Fund
ICICI Prudential Balanced Advantage Fund

Growth Style
Bottom-up
Buy-Hold

ICICI Prudential Multicap Fund

Bottom-Up
and
High ROE businesses

ICICI Prudential Top 100 Fund
ICICI Prudential Dynamic Plan

Top Down
Macro / Sector Calls
Contrarian Bets.

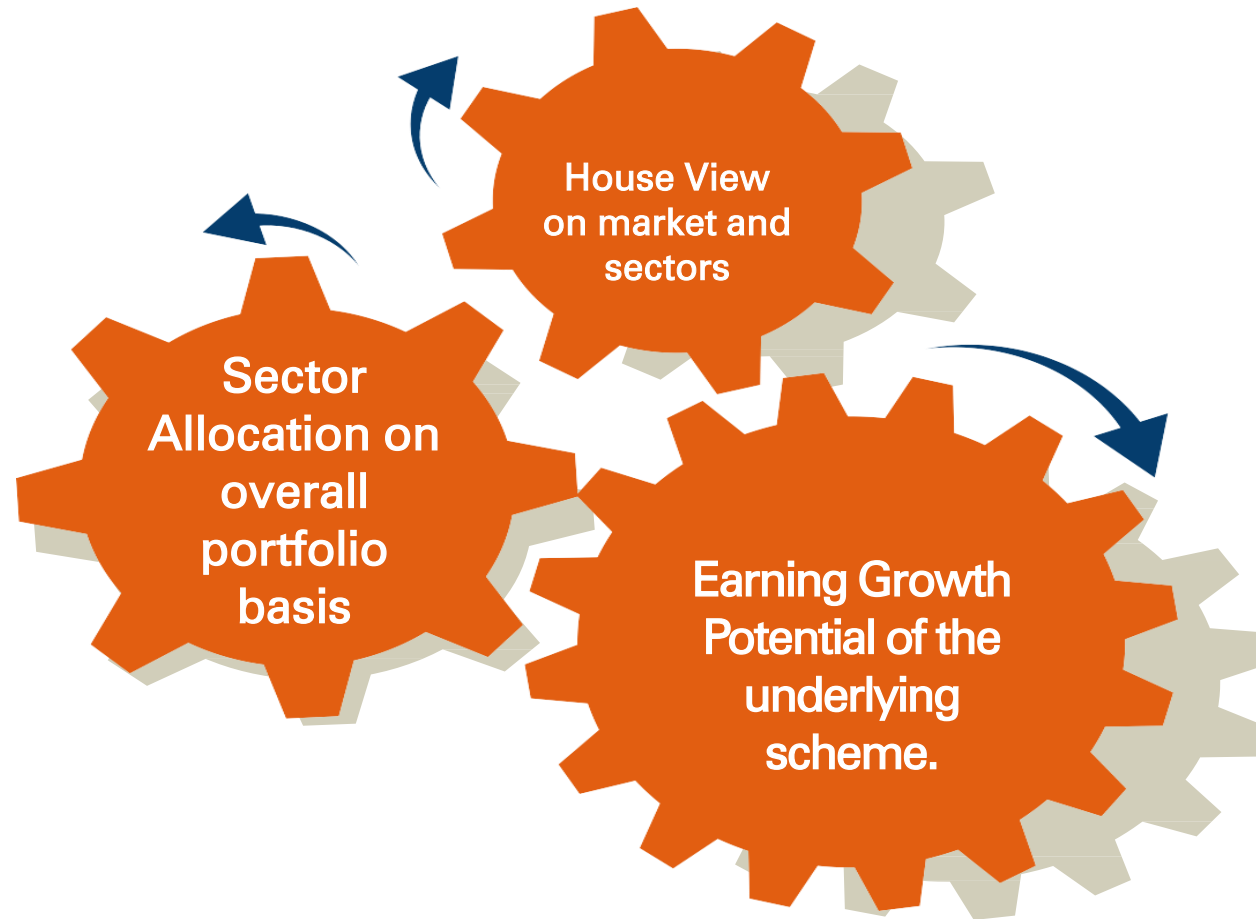
ICICI Prudential Value Discovery Fund
ICICI Prudential Select Large Cap Fund*

Value Style
Sector Bets / Special Situations.
Low Turnover

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

ROE – Return on Equity. *Scheme follows blended strategy

Process of underlying scheme Selection

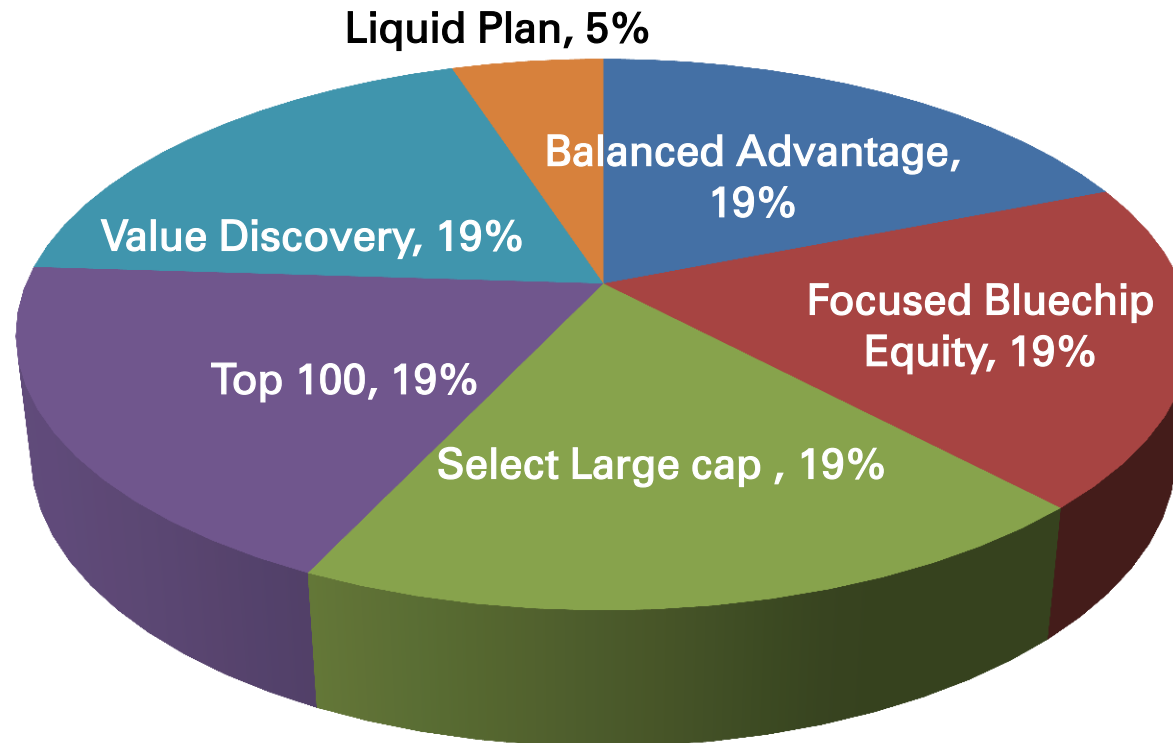


The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

How has it worked?

Recommendations in June 2016

Portfolio allocation in June 2016



Source : Recommendation note June 2016

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Winners keep rotating

2016							2017					
June	July	August	September	October	November	December	January	February	March	April	May	June
Value Discovery: 5.36%	Select Large Cap: 5.81%	Top 100: 3.37%	Balanced Advantage: -0.17%	Balanced Advantage: 0.23%	Balanced Advantage: -1.94%	Focused Bluechip Equity: -0.31%	Top 100 : 5.50%	Value Discovery: 3.24%	Top 100 Fund: 2.29%	Value Discovery: 1.74%	Focused Bluechip Equity: 2.67%	Balanced Advantage: 0.68%
Top 100: 4.95%	Focused Bluechip Equity: 4.44%	Value Discovery: 2.03%	Top 100 : -0.45%	Top 100 : -0.26%	Top 100: -2.79%	Top 100 : -0.48%	Focused Bluechip Equity: 4.36%	Top 100 Fund: 2.87%	Value Discovery: 2.27%	Focused Bluechip Equity: 1.73%	Select Large Cap: 2.03%	Focused Bluechip Equity: -0.27%
Select Large Cap: 4.74%	Top 100: 4.38%	Focused Bluechip Equity: 1.93%	Select Large Cap: -0.73%	Focused Bluechip Equity: -0.33%	Select Large Cap: -3.18%	Balanced Advantage: -0.64%	Select Large Cap: 3.07%	Focused Bluechip Equity: 2.72%	Select Large Cap: 1.93%	Top 100 Fund: 1.42%	Top 100 Fund: 1.14%	Top 100 Fund: -0.42%
Focused Bluechip Equity: 3.53%	Value Discovery: 2.91%	Balanced Advantage: 1.35%	Value Discovery: -0.76%	Value Discovery: -0.43%	Focused Bluechip Equity: -3.60%	Select Large Cap: 0.71%	Value Discovery: 2.84%	Select Large Cap: 1.94%	Focused Bluechip Equity: 1.92%	Balanced Advantage: 1.01%	Balanced Advantage: 0.87%	Value Discovery: -0.76%
Balanced Advantage: 2.52%	Balanced Advantage: 2.89%	Select Large Cap: 1.32%	Focused Bluechip Equity: -1.20%	Select Large Cap: -1.02%	Value Discovery: -3.64%	Value Discovery: -1.55%	Balanced Advantage: 2.54%	Balanced Advantage: 1.67%	Balanced Advantage: 1.90%	Select Large Cap: 0.62%	Value Discovery: -0.04%	Select Large Cap: -1.28%
Nifty 50 : 1.32%	Nifty 50 : 3.72%	Nifty 50 : 1.73%	Nifty 50 : -1.86%	Nifty 50 : -1.15%	Nifty 50 : -4.66%	Nifty 50 : -0.07%	Nifty 50 : 4.67%	Nifty 50 : 1.87%	Nifty 50 : 2.55%	Nifty 50 : 0.72%	Nifty 50 : 3.30%	Nifty 50 : -0.99%

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Source: MFI, Explorer. Past performance may or may not sustain in future. Returns are in absolute terms for growth option of respective schemes for respective months.

What is the result?

Rs. 25 lacs invested in either of the schemes on 1st June 2016 or in ICICI Prudential PMS Multi-Manager Portfolio.

Balanced Advantage	Focused Bluechip Equity	Select Large Cap	Top 100 Fund	Value Discovery	Nifty 50	Multimanager PMS
₹ 31,30,597	₹ 35,03,086	₹ 33,00,044	₹ 35,84,121	₹ 32,37,903	₹ 32,18,449	₹ 34,08,806
15.3%	23.8%	19.2%	25.6%	17.8%	17.4%	21.6%

Outperforming the benchmark with comparatively lower equity exposure and better diversification.

Let the best work for you...

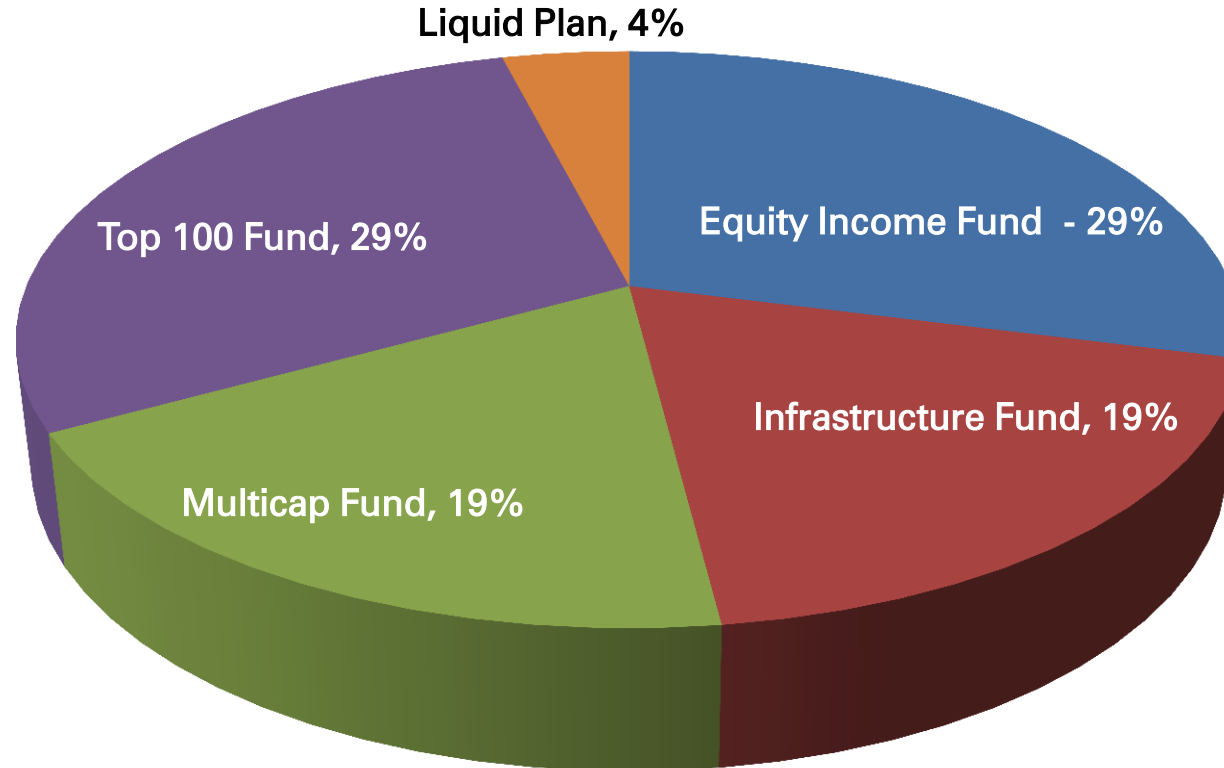
Portfolio allocation changed in July 2017. Returns are in CAGR term of growth option. Past performance may or may not sustain in future.

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

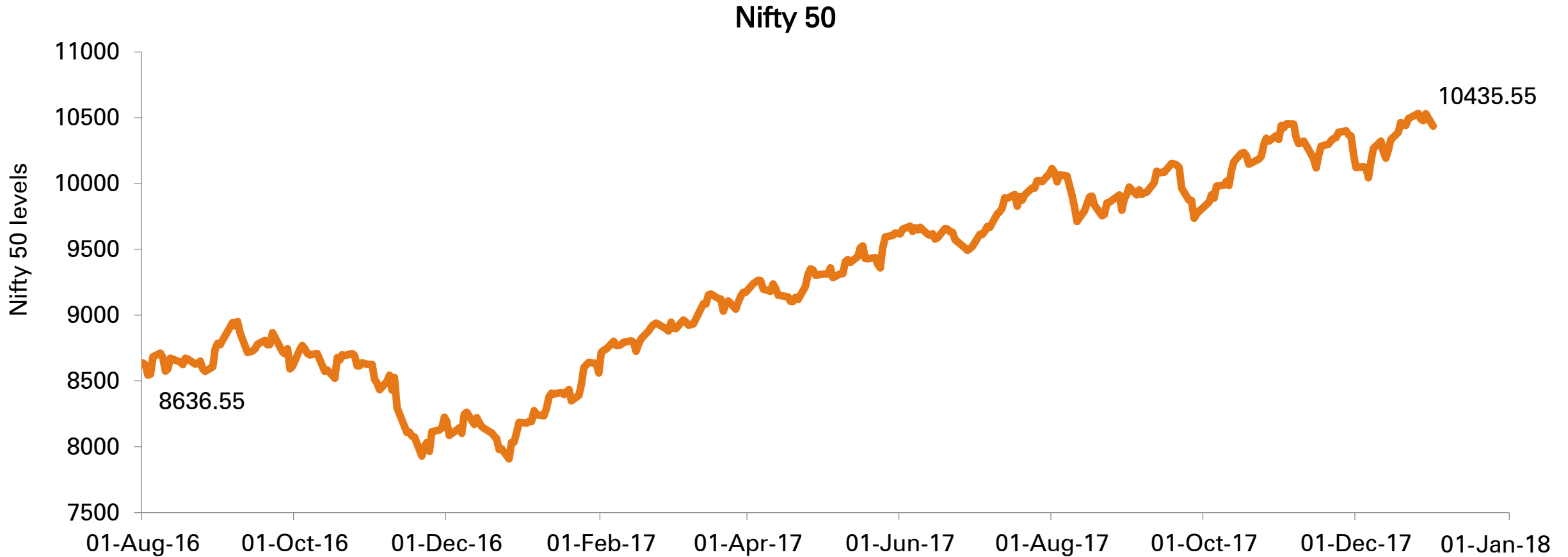
Performance as on 29th Dec 2017. Multimanager PMS: ICICI Prudential PMS Multimanager Portfolio

How actively its managed?

Portfolio allocation on 1st August 2016



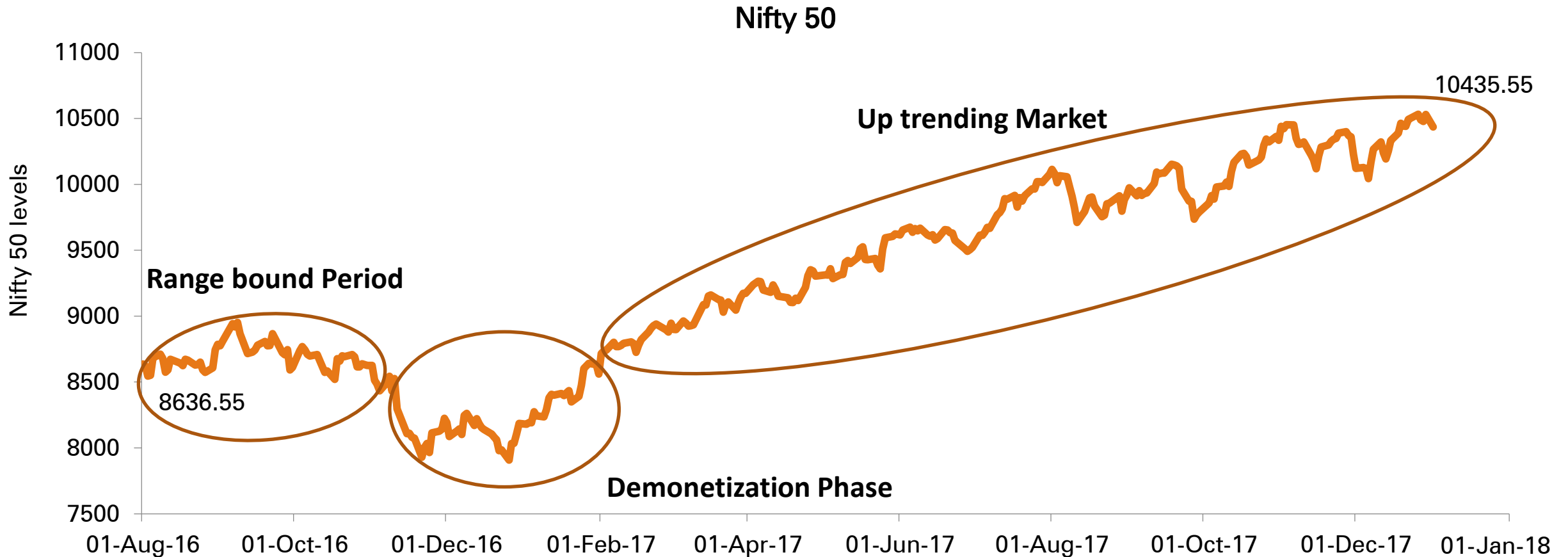
How equity market behaved?



Source: MFI, Explorer.

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

How equity market behaved?

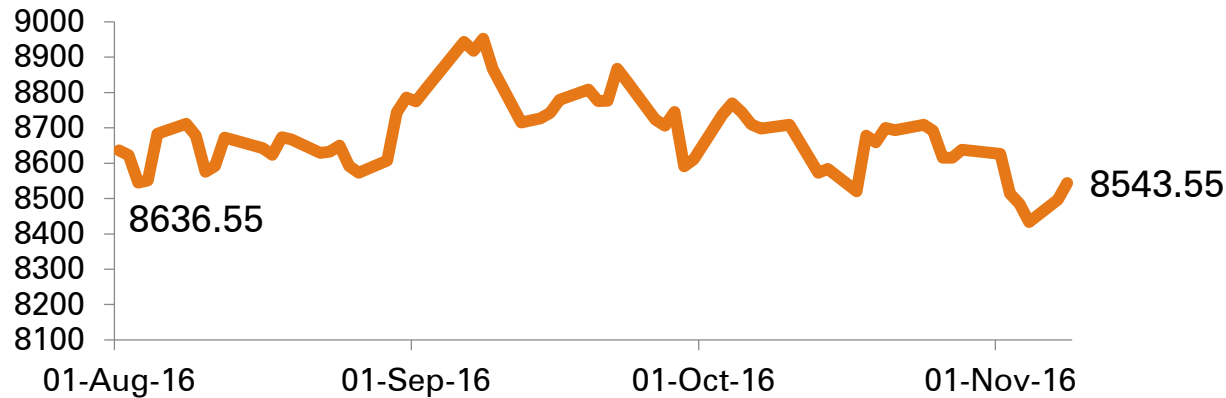


Source: MFI, Explorer.

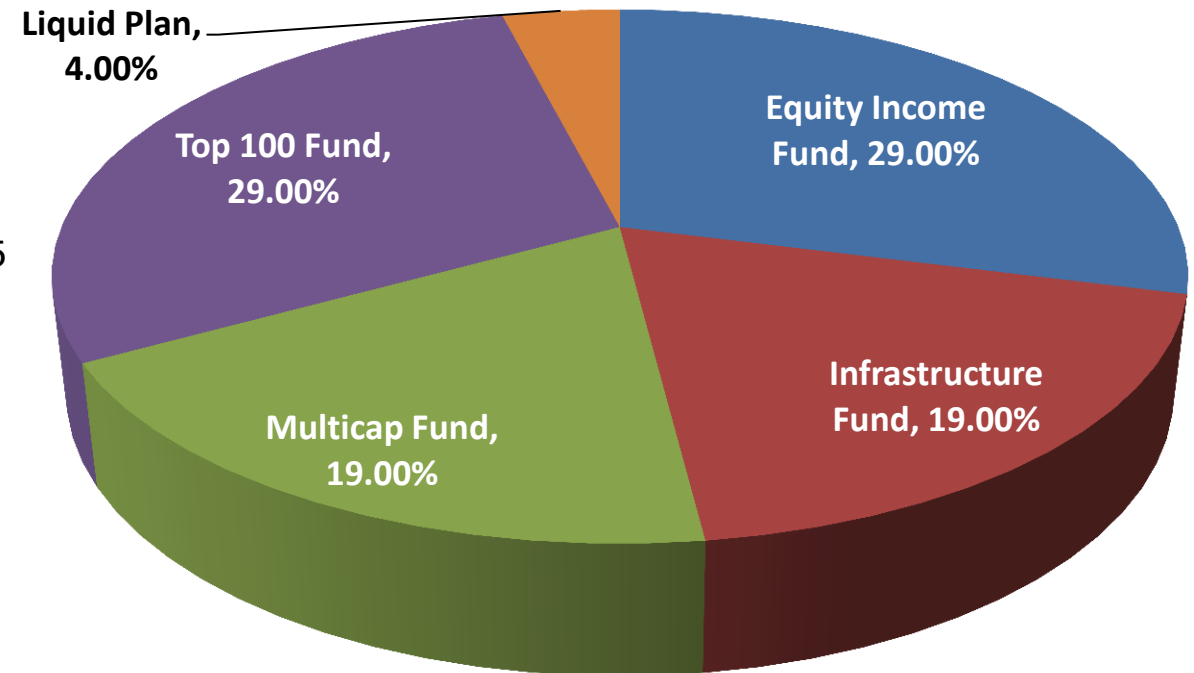
The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Phase 1 : Range Bound Market

Nifty 50



Portfolio Allocation as on 1st Aug 2016



Range Bound Market

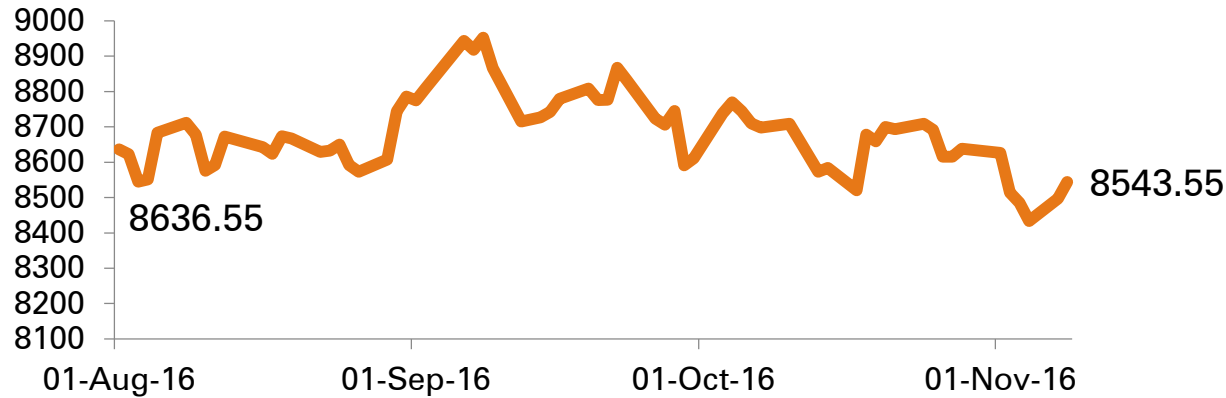
- Higher weightage toward ICICI Prudential Equity Income Fund has generated better returns and has limited downside during volatile market.
- Also gave an option of taking pure equity calls when market looks attractive.

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

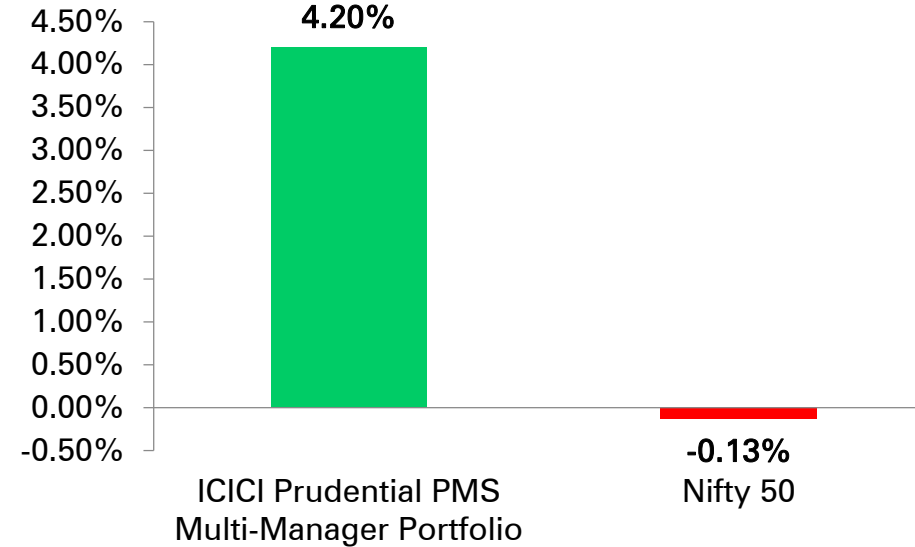
Source: Recommendation note of August 2016

Phase 1 : Range Bound Market

Nifty 50



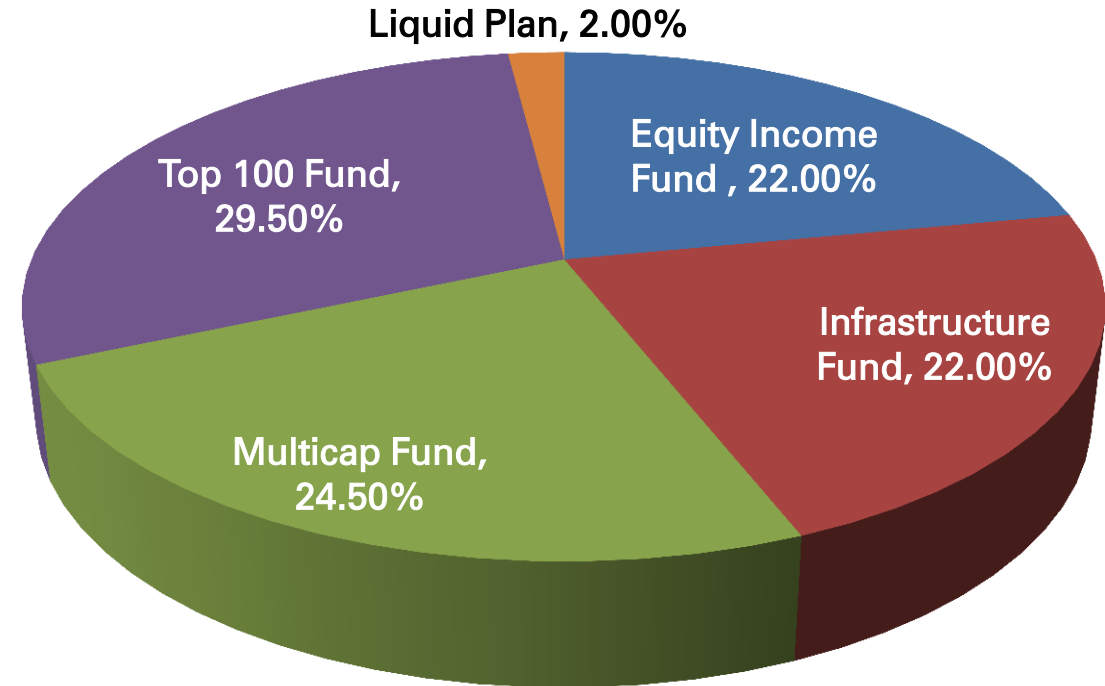
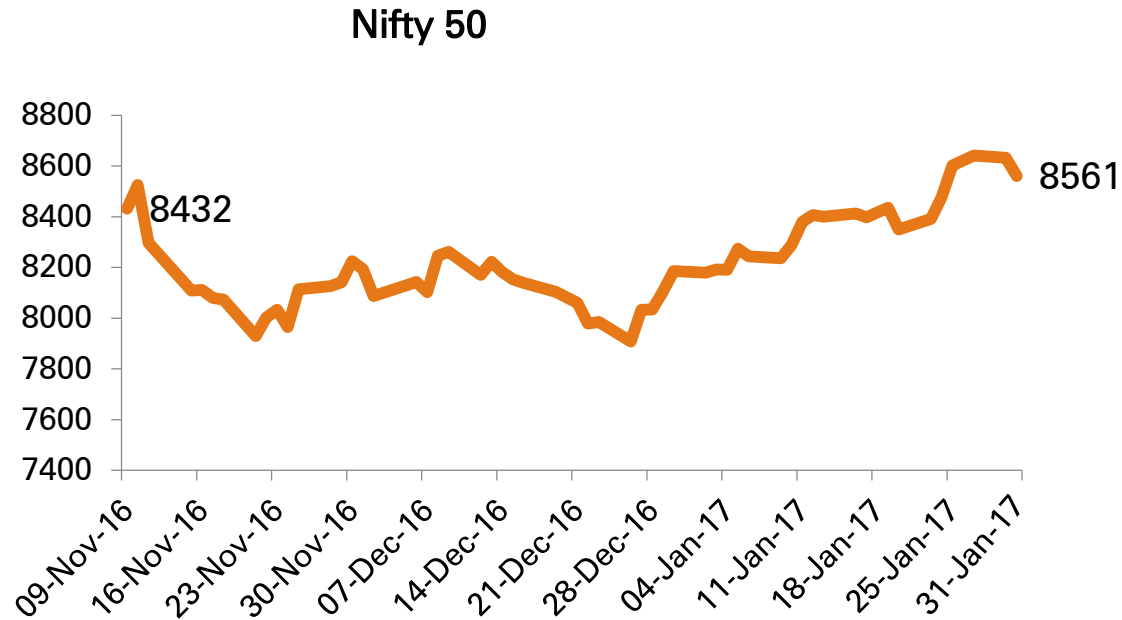
Performance as on 31st Oct 2016



Range Bound Market:

- Call of ICICI Prudential Equity Income fund has helped in generating returns and in limiting downside which helped in outperforming the benchmark.

Phase 2 : Demonetization Phase



Demonetization Phase – Opportunity to buy low

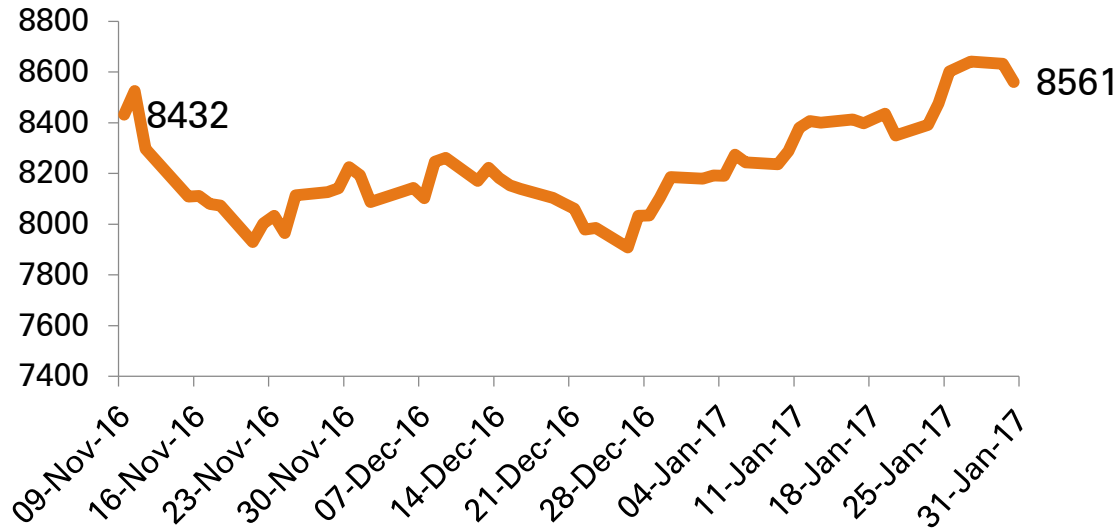
- Re-allocation from Asset allocation to equity schemes to take the opportunity available in the market due to demonetization.

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

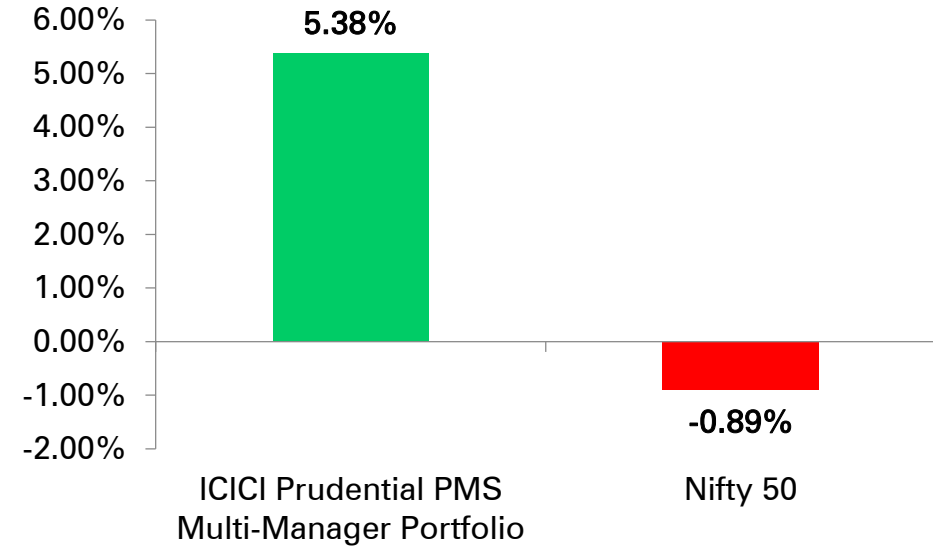
Source: Portfolio of August 2016 Series.

Phase 2 : Demonetization Period

Nifty 50



Performance as on 31st Jan 2017



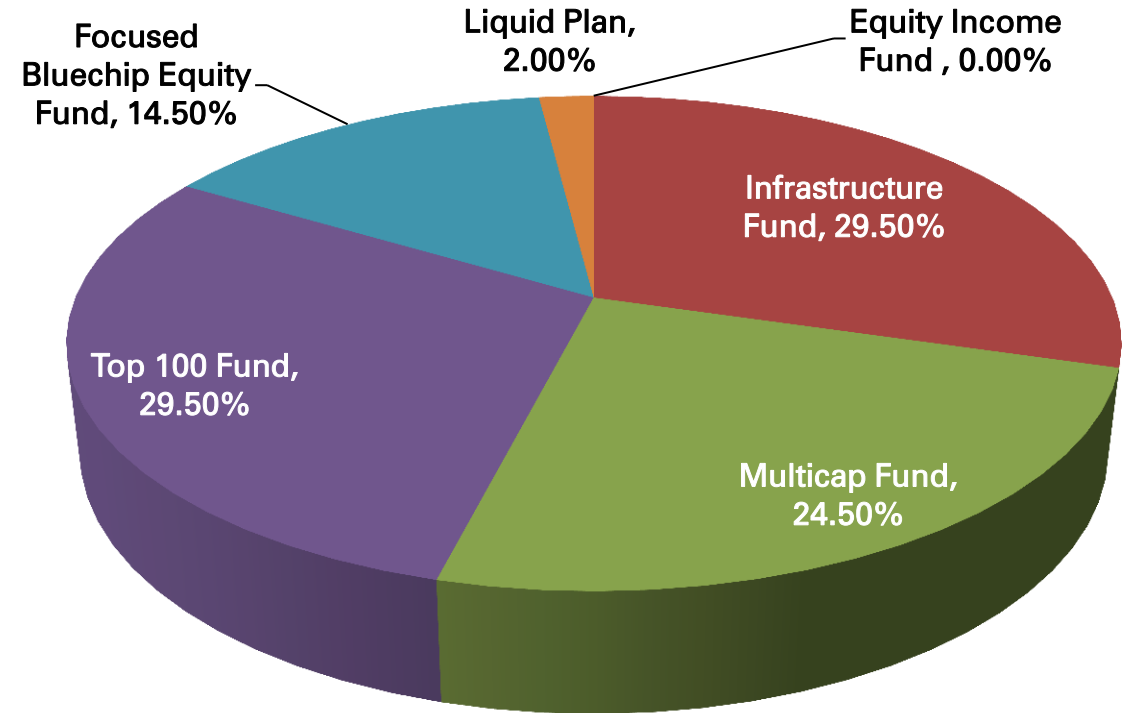
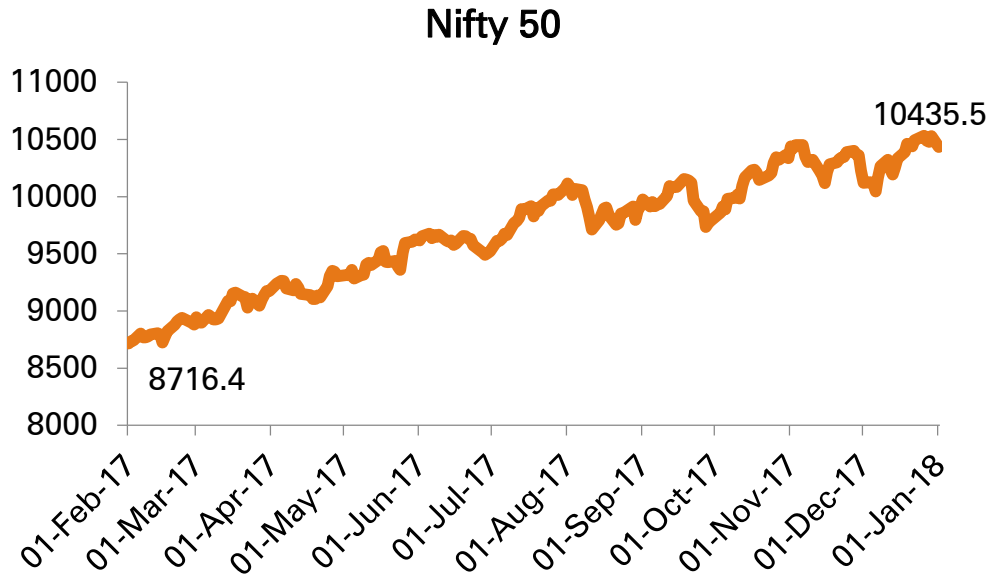
Demonetization Period:

- Market Correction due to unexpected demonetization gave an opportunity to increase allocation to equities.

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Past Performance may or may not sustain in future. Source: MFI Explorer

Phase 3: Up-trending Market

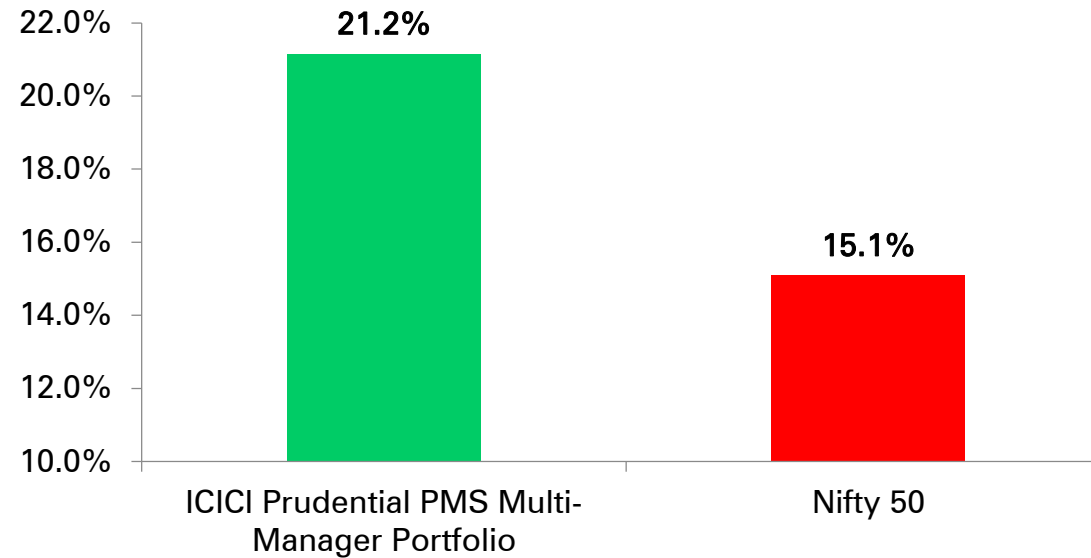


Market in uptrend:

- On 1st Feb 2017, Post Budget and in expectation of GST Implementation, complete allocation went into Equity Schemes to capture the rally in the market. ICICI Prudential Equity Income Fund allocation was reduced to 0%.

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Performance as on 29th Dec 2017



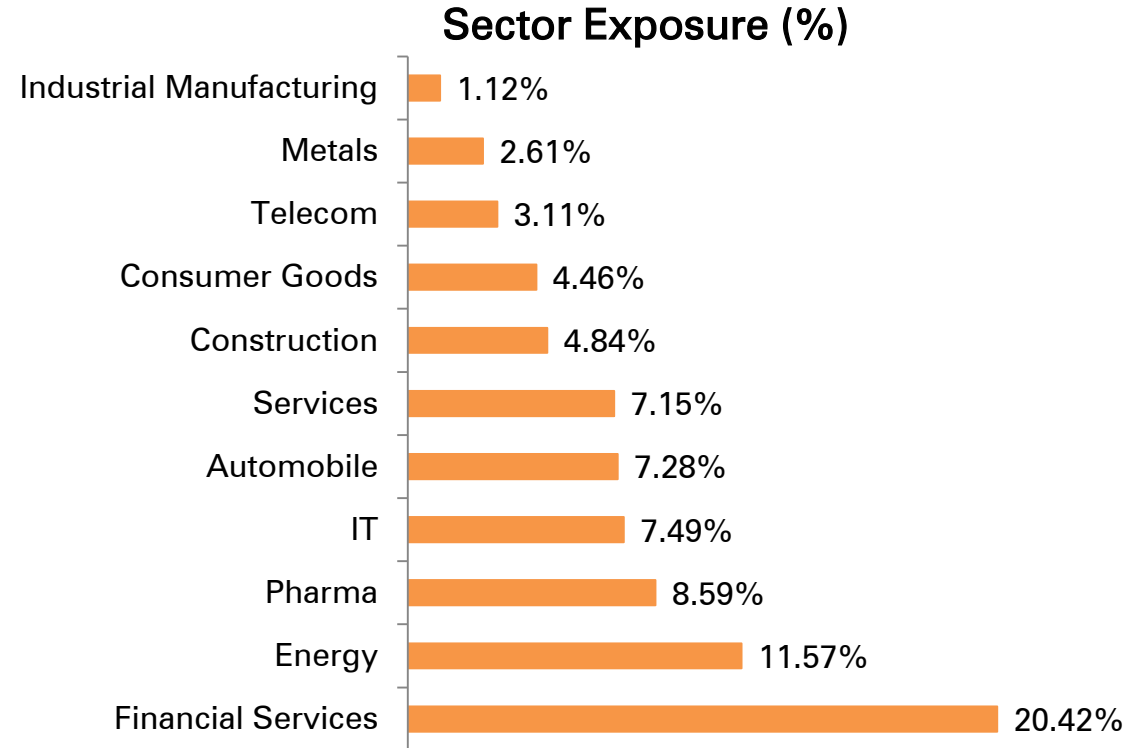
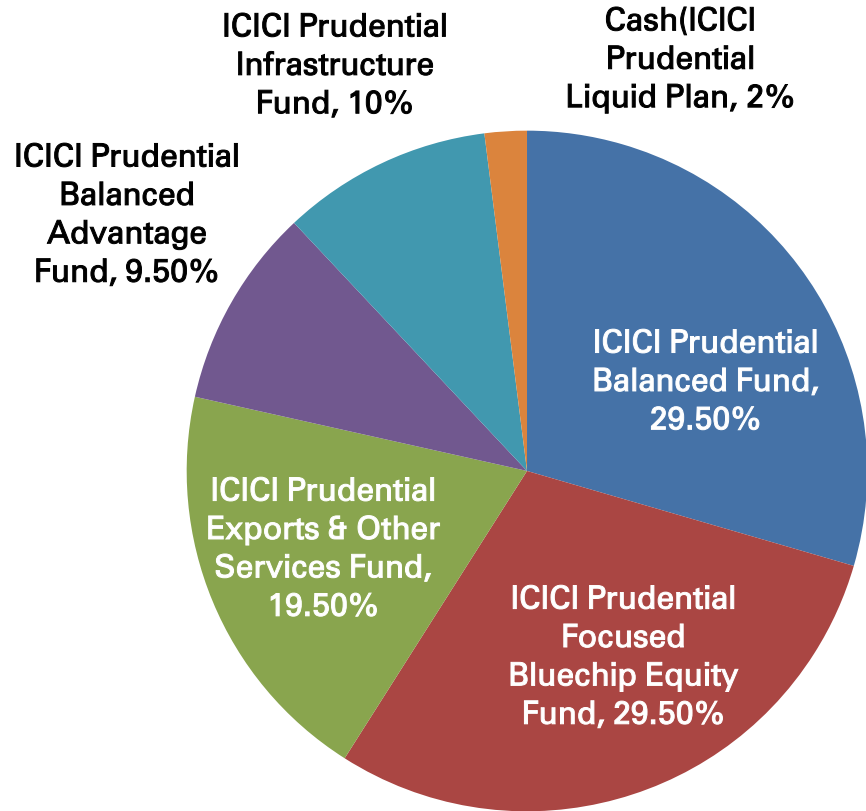
Key highlight: ICICI Prudential PMS Multi-Manager Portfolio was able to generate return and limit down-side in all three different phases of market.

Let the best work for you...

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Past Performance may or may not sustain in future. Source: MFI, Explorer. August Series allocation have changed based on Sept 2017 recommendation.

Current Recommendations:



The Portfolio is overweight in **Large-caps** as Large-caps is providing better risk-reward ratio. Weight of Debt and equivalent is ~20%.

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Source: MFI, Explorer. Portfolio as on 30th Nov 2017. Data as on 30th Nov 2017. Recommendation as on January 2017

How Recommendations had changed?

Equity Income Fund	29%
Top 100 Fund	29%
Infrastructure Fund	19%
Multicap Fund	19%

Equity Market had moved up significantly in previous quarter. ICICI Prudential Equity Income Fund was recommended and ICICI Prudential Infrastructure Fund was added based on relatively attractive valuations and Govt. thrust on Infrastructure.

8636

Aug 2016

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Source: Recommendation Note of Aug 2016, Source: MFI, Explorer

How Recommendations had changed?

Equity Income Fund	29%	Infrastructure Fund	29.5%
Top 100 Fund	29%	Top 100 Fund	29.5%
Infrastructure Fund	19%	Multicap Fund	24.5%
Multicap Fund	19%	Focused Bluechip Equity	14.5%

Market was range bound for brief period, Demonetization gave an opportunity to invest in pure equity funds.

8636

Aug 2016

8716

Feb 2017

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Source: Recommendation Note of Aug 2016 and Feb 2017, Source: MFI, Explorer

How Recommendations had changed?

Equity Income Fund	29%	Infrastructure Fund	29.5%	Infrastructure Fund	29.5%
Top 100 Fund	29%	Top 100 Fund	29.5%	Dynamic Plan	29.5%
Infrastructure Fund	19%	Multicap Fund	24.5%	Multicap Fund	24.5%
Multicap Fund	19%	Focused Bluechip Equity	14.5%	Balanced Fund	14.5%

Equity Market moved up sharply, Asset Allocation Fund allocation went up.

8636

Aug 2016

8716

Feb 2017

9237

Apr 2017

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Source: Recommendation Note of Aug 2016, Feb 2017 and Apr 2017, Source: MFI, Explorer

How Recommendations had changed?

Equity Income Fund	29%	Infrastructure Fund	29.5%	Infrastructure Fund	29.5%	Balanced Fund	29.5%
Top 100 Fund	29%	Top 100 Fund	29.5%	Dynamic Plan	29.5%	Infrastructure Fund	20%
Infrastructure Fund	19%	Multicap Fund	24.5%	Multicap Fund	24.5%	Dynamic Plan	19.5%
Multicap Fund	19%	Focused Bluechip Equity	14.5%	Balanced Fund	14.5%	Multicap Fund	19.5%
						Balanced Advantage Fund	9.5%

Allocation increased into Asset Allocation Fund.

8636
Aug 2016

8716
Feb 2017

9237
Apr 2017

9520
Jul 2017

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Source: Recommendation Note of Aug 2016, Feb 2017, Apr 2017 and Jul 2017, Source: MFI, Explorer

How Recommendations had changed?

Equity Income Fund	29%	Infrastructure Fund	29.5%	Infrastructure Fund	29.5%	Balanced Fund	29.5%	Balanced Fund	29.5%
Top 100 Fund	29%	Top 100 Fund	29.5%	Dynamic Plan	29.5%	Infrastructure Fund	20%	Focused Bluechip Equity Fund	29.5%
Infrastructure Fund	19%	Multicap Fund	24.5%	Multicap Fund	24.5%	Dynamic Plan	19.5%	Exports & Other Services Fund	19.5%
Multicap Fund	19%	Focused Bluechip Equity	14.5%	Balanced Fund	14.5%	Multicap Fund	19.5%	Infrastructure Fund	10%
						Balanced Advantage Fund	9.5%	Balanced Advantage Fund	9.5%

ICICI Prudential Focused Bluechip Equity Fund was recommended and ICICI Prudential Exports & Other Services Fund was added based on relatively attractive valuation in Pharmaceuticals and IT Sector .

8636
Aug 2016

8716
Feb 2017

9237
Apr 2017

9520
Jul 2017

10335
Nov 2017

The information contained herein is solely for private circulation for reading/understanding of registered distributors and referral agents of ICICI Prudential Portfolio Management Services and should not be circulated to investors/prospective investors.

Source: Recommendation Note of Apr 2016, Feb 2017, Apr 2017, Jul 2017 and Nov 2017, Source: MFI, Explorer

Thank You

ICICI Prudential Indo Asia Equity Fund(Indo Asia Equity), ICICI Prudential Infrastructure Fund(Infrastructure Fund), ICICI Prudential Multicap Fund(Multicap Fund), ICICI Prudential Value Discovery Fund(Value Discovery Fund), ICICI Prudential Midcap Fund(Midcap Fund), ICICI Prudential Balanced Advantage Fund(Balanced Advantage Fund), ICICI Prudential Exports and Other Services Fund(Exports & Other Services Fund), ICICI Prudential US Bluechip Equity Fund(US Bluechip Equity Fund), ICICI Prudential Multicap Fund(Multicap Fund), ICICI Prudential Balanced Fund(Balanced Fund), ICICI Prudential Dynamic Plan(Dynamic Plan), ICICI Prudential Top 100 Fund(Top 100 Fund), ICICI Prudential Select Large Cap Fund(Select Large Cap Fund). ICICI Prudential Equity Income Fund(Equity Income Fund), ICICI Prudential Focused Bluechip Equity Fund (Focused Bluechip Equity), ICICI Prudential Liquid Plan(Liquid Plan).

Mutual Fund Disclaimers

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

- The Portfolio proposes to invest in schemes of mutual fund. Investment in Mutual Fund Units involves investment risks such as trading volumes, settlement risk, liquidity risk, default risk including the possible loss of principal. Investing in mutual fund schemes will involve certain risks and considerations associated generally with making investments in securities.

The Portfolio Manager may also invest in close ended schemes. This shall impact the liquidity of the Portfolio. The value of the portfolio investments may be affected generally by factors affecting financial markets, such as price and volume, volatility in interest rates, currency exchange rates, changes in regulatory and administrative policies of the Government or any other appropriate authority (including tax laws) or other political and economic developments. Consequently, there can be no assurance that the objective of the Portfolio would achieve. The value of the portfolios may fluctuate and can go up or down. The schemes mentioned in this material do not constitute any recommendation of the same by the Portfolio Manager and the portfolios may or may not have any future positions in these Scheme.

- The composition of the portfolio is subject to changes within the provisions of the disclosure document. The benchmark of the portfolio can be changed from time to time in the future. The inability of the underlying schemes to make intended securities purchases due to settlement problems could cause the portfolio to miss certain investment opportunities. By the same rationale, the inability to redeem the units held by the portfolio due to the absence of a well-developed and liquid secondary market for securities would result, at times, in potential losses to the portfolio.

- Please note that past performance of the financial products, instruments and the portfolio does not necessarily indicate the future prospects and performance thereof. Such past performance may or may not be sustained in future. Portfolio Manager's investment decisions may not be always profitable, as actual market movements may be at variance with anticipated trends. The investors are not being offered any guaranteed or assured returns.

- Individual returns of Clients for a particular portfolio type may vary significantly from the data on performance of the portfolios as may be depicted by the Portfolio Manager from time to time. This is due to factors such as timing of entry and exit, timing of additional flows and redemptions, individual client mandates, specific portfolio construction characteristics or structural parameters, which may have a bearing on individual portfolio performance. No claims may be made or entertained for any variances between the performance depictions and individual portfolio performance. Neither ICICI Prudential Asset Management Company Ltd. (the AMC) nor its Directors, Employees or Sponsors shall be in any way liable for any variations noticed in the returns of individual portfolios. The Client shall not make any claim against the Portfolio Manager against any losses (notional or real) or against any loss of opportunity for gain under the investment made, on account of or arising out of such circumstance/ change in market condition or for any other reason which may specifically affect a particular sector or security.

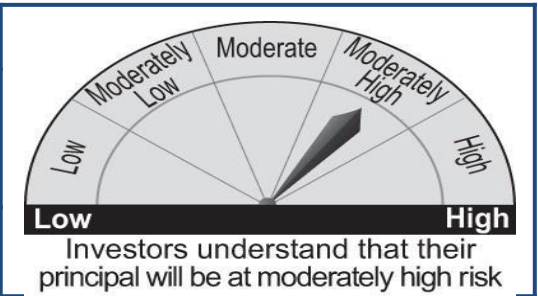
• Investors may please note that they will be bearing the expenses of this Portfolio in addition to the expenses of the underlying schemes in which this Portfolio makes investment. Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. The investors may also not that the AMC shall make investments in the schemes of ICICI Prudential Mutual Fund or such other mutual fund as deemed fit. No claims may be made or entertained for any investment in the schemes managed by the AMC

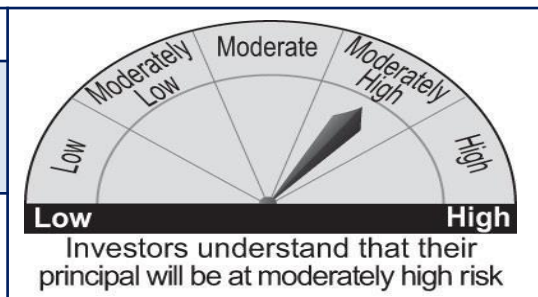
2 The Portfolio Manager shall have the sole and absolute discretion to invest in respect of the Client's investment in any type of security subject to the Agreement and as stated in the Disclosure Document and make such changes in the investments and invest some or all of the Client's investment amount in such manner and in such markets as it deems fit would benefit the Client. The Portfolio Manager's decision (taken in good faith) in deployment of the Clients' account is absolute and final and can never be called in question or be open to review at any time during the currency of the agreement or any time thereafter except on the ground of malafide, fraud, conflict of interest or gross negligence. This right of the Portfolio Manager shall be exercised strictly in accordance with the relevant Acts, rules and regulations, guidelines and notifications in force from time to time.

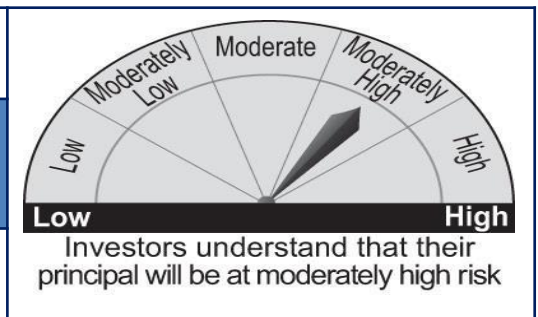
• The recipient(s) alone shall be fully responsible/are liable for any decision taken on the basis of this material. All recipients of this material should before dealing and/or transacting in any of the products referred to in this material make their own investigation, seek appropriate professional advice. The investments discussed in this may not be suitable for all investors.

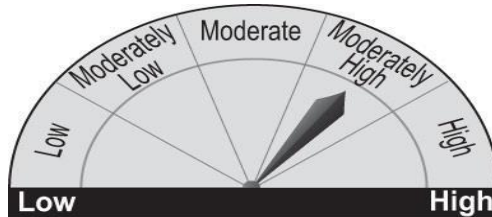
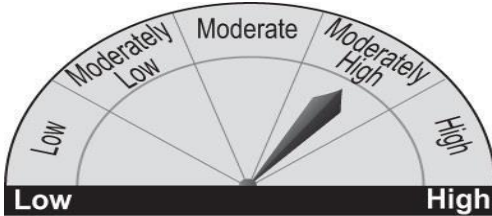
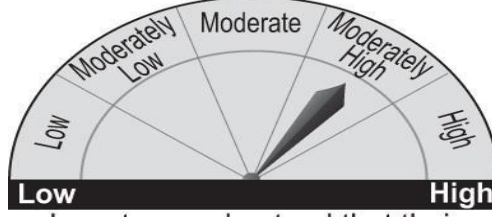
• In the preparation of this material the AMC has used information that is publicly available, including information developed in-house. Some of the material used herein may have been obtained from members/persons other than the AMC and/or its affiliates and which may have been made available to the AMC and/or to its affiliates. Information gathered and material used herein is believed to be from reliable sources. The AMC however does not warrant the accuracy, reasonableness and/or completeness of any information. For data reference to any third party in this material no such party will assume any liability for the same. We have included statements/opinions/recommendations in this material, which contain words, or phrases such as "will", "expect", "should", "believe" and also PE ratios, EPS and Earnings Growth for forthcoming years 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, the monetary and interest policies of India, inflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices, the performance of the financial markets in India and globally, changes in domestic and foreign laws, regulations and taxes and changes in competition in the industry.

• All data/information used in the preparation of this material is dated and may or may not be relevant any time after the issuance of this material. The Portfolio Manager/ the AMC takes no responsibility of updating any data/information in this material from time to time. The Portfolio Manager and the AMC (including its affiliates), 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, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner.

<p>ICICI Prudential Value Discovery Fund is suitable for investors who are seeking*:</p>	 <p>Low High Investors understand that their principal will be at moderately high risk</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> A diversified equity fund that aims to generate returns by investing in stocks with attractive valuations 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	

<p>ICICI Prudential Top 100 Fund is suitable for investors who are seeking*:</p>	 <p>Low High Investors understand that their principal will be at moderately high risk</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> An equity fund that aims to provide long term capital appreciation by predominantly investing in equity and equity related securities 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	

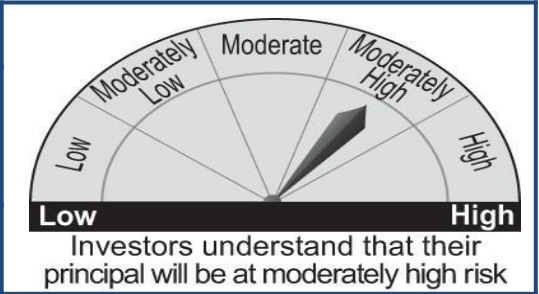
<p>ICICI Prudential Focused Bluechip Equity Fund is suitable for investors who are seeking*:</p>	 <p>Low High Investors understand that their principal will be at moderately high risk</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> A focused large cap equity fund that aims for growth by investing in companies in the large cap category 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them</p>	

<p>ICICI Prudential Select Large Cap Fund is suitable for investors who are seeking*:</p>	 <p>Low High</p> <p>Investors understand that their principal will be at moderately high risk</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> An equity fund that aims to generate capital appreciation by investing in equity or equity related securities of companies forming part of S&P BSE 100 Index. 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	
<p>ICICI Prudential Multicap Fund is suitable for investors who are seeking*:</p>	 <p>Low High</p> <p>Investors understand that their principal will be at moderately high risk</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> A growth oriented fund that invests in equity and equity related securities of core sectors and associated feeder industries. 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	
<p>ICICI Prudential Balanced Advantage Fund is suitable for investors who are seeking*:</p>	 <p>Low High</p> <p>Investors understand that their principal will be at moderately high risk</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> An equity fund that aims for growth by investing in equity and derivatives. 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	

ICICI Prudential Balanced Fund 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.

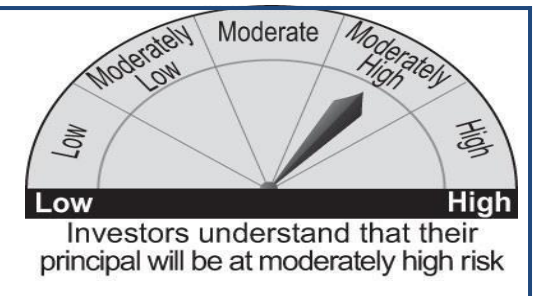
*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.



ICICI Prudential Dynamic Plan is suitable for investors who are seeking*:

- Long term wealth creation solution
- A diversified equity fund that aims for growth by investing in equity and debt (for defensive consideration)

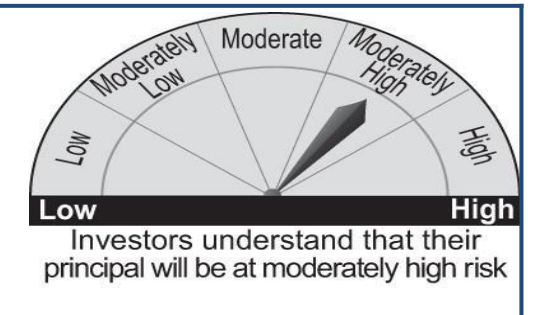
*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.


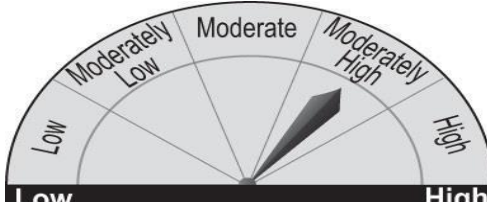




ICICI Prudential Equity Income Fund is suitable for investors who are seeking*:

- Long term wealth creation solution
- An equity scheme that seeks to generate regular income through investments in fixed income securities, arbitrage and other derivative strategies and aim for long term capital appreciation by investing in equity and equity related instruments.

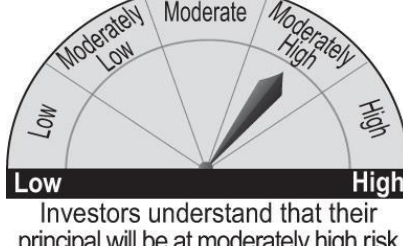
*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.



<p>ICICI Prudential Liquid Plan is suitable for investors who are seeking*:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Short term savings solution <input type="checkbox"/> A liquid fund that aims to provide reasonable returns commensurate with low risk and providing a high level of liquidity <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	 <p>Low High</p> <p>Investors understand that their principal will be at low risk</p>
<p>ICICI Prudential Indo Asia Equity Fund is suitable for investors who are seeking*:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> An diversified equity fund that invests in equity and units of equity funds of companies, which are primarily active in Asia Pacific region. <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	 <p>Low High</p> <p>Investors understand that their principal will be at moderately high risk</p>
<p>ICICI Prudential US Bluechip Equity Fund is suitable for investors who are seeking*:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> An equity scheme investing predominantly in equity and equity related securities of companies listed on New York Stock Exchange and/or NASDAQ <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	 <p>Low High</p> <p>Investors understand that their principal will be at high risk</p>

<p>ICICI Prudential Exports and Other Services Fund is suitable for investors who are seeking*:</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> An equity fund that aims for growth by predominantly investing in companies belonging to the services industry. 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	

<p>ICICI Prudential Infrastructure Fund is suitable for investors who are seeking*:</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> An equity fund that aims for growth by primarily investing in securities of companies belonging to infrastructure and allied sectors. 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	

<p>ICICI Prudential Midcap Fund is suitable for investors who are seeking*:</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> Long term wealth creation solution <input type="checkbox"/> An equity fund that aims for capital appreciation by investing in mid cap stocks 	
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	