

ICICI Prudential Bluechip Fund

An open ended equity scheme predominantly investing in large cap stocks.



About the Scheme

Launched on May 23, 2008, **ICICI Prudential Bluechip Fund** is an open ended equity scheme predominantly investing in large cap stocks. It aims to maintain a minimum exposure of 80% towards equity and equity related instruments of large cap companies.

- A large cap equity scheme that focuses on stocks in which the fund manager has high conviction. The investment universe of the Scheme predominantly comprises top 100 stocks by market capitalisation.
- The Scheme's benchmark sector neutral approach ensures that the portfolio is well diversified across sectors.

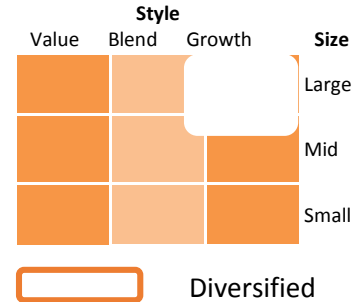
Current Investment Strategy

- *Large cap bias:* The Scheme seeks to invest only in large cap companies with a proven track record, quality management and good growth potential.
- *Long-term focus:* The Scheme has adopted a "buy and hold" approach. The Scheme aims to invest in companies that offer potential for long-term growth. It intends to take aggressive position in high conviction stocks with an aim to generate alpha.
- *Bottom-up approach:* Stock selection is based on bottom-up approach. The endeavour is to select the good stock/s in a sector than to diversify into many stocks confined to sectors.
- *Benchmark Sector Neutral strategy:* The Scheme follows a benchmark sector neutral strategy, which ensures that the portfolio is well diversified across sectors and helps reducing the overall concentration risk.

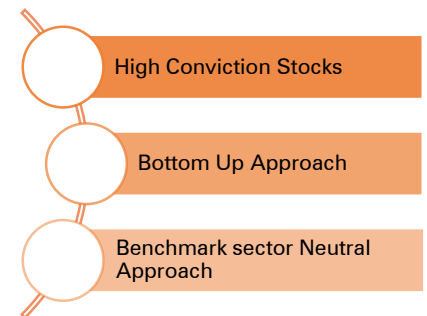
Why ICICI Prudential Bluechip Fund?

- The Scheme is suitable for investors who wish to invest in large cap stocks which are relatively less volatile as compared to other stocks, have good proven track record, strong fundamentals and capable of delivering consistent long term returns.
- The Scheme also provides diversification to the investors who wish to park their funds across various themes and sectors.
- The benchmark sector neutral approach provides the investors a sense of confidence that the funds parked in are invested in line with the benchmark.

Investment Style



Investment Strategy



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Features of the Scheme

Type of Scheme	An open ended equity scheme predominantly investing in large cap stocks.	
Plans	ICICI Prudential Bluechip Fund & ICICI Prudential Bluechip Fund - Direct; Options – Growth & IDCW* (IDCW payout and reinvestment facility available)	
Minimum Application Amount	Rs. 100 (plus in multiple of Re.1)	
Minimum Additional Application Amount	Rs. 100 (plus in multiple of Re.1)	
Minimum Redemption Amount	Any Amount, (w.e.f – February 17, 2020)	
Entry Load	Not applicable	
Exit Load	Up to 1 year from allotment	1% of applicable NAV
	More than 1 year from allotment	Nil
Fund Manager	Anish Tawakley (Managing this scheme since Sept, 2018 & Overall 24 years of experience) Rajat Chandak (Managing this scheme since Jul, 2017 & Overall 11 years of experience) Vaibhav Dusad (Managing this scheme since Jan, 2021 & Overall 11 years of experience) In addition to the fund manager managing this fund, the Overseas investment is managed by Ms. Priyanka Khandelwal.	
Benchmark Index	Nifty 100 TRI	
SIP / SWP / STP (Flex/Value)	Available	

*IDCW – Income Distribution cum Capital Withdrawal Option. Payment of IDCW is subject to availability of distributable surplus and Trustee approval. Pursuant to payment of IDCW, the NAV of the scheme falls to the extent of IDCW payout. When units are sold and sale price (NAV) is higher than face value of the unit, a portion of sale price that represents realized gains is credited to an Equalization Reserve Account and which can be used to pay IDCW. IDCW can be distributed out of investors capital (Equalization Reserve), which is part of sale price that represents realized gains. In case the unit holder has opted for IDCW payout option, the minimum amount for IDCW payout shall be 100 (net of statutory levy, if any), else the IDCW would be mandatorily reinvested. IDCW Payout -Payout of Income Distribution cum capital withdrawal option;IDCW Reinvestment - Reinvestment of Income Distribution cum capital withdrawal option.

This Product is suitable for investors who are seeking*:

- Long term wealth creation
- An open ended equity scheme predominantly investing in large cap stocks.

*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.

Statutory Details

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

In the preparation of the material contained in this document, ICICI Prudential Asset Management Company Limited (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

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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 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.