

An opportunity to grow with BIG companies



RELIANCE INDUSTRIES
HDFC BANK
MARUTI SUZUKI
AXIS BANK
LARSEN & TOUBRO
INFOSYS
ITC

ICICI Prudential **Bluechip Fund**

The Stocks are a part of portfolios as on November 30, 2021.
Past performance may or may not be sustained in the future. The stock(s)/sector(s) mentioned do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in them. The asset allocation and investment strategy will be as per the Scheme Information Document.

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TARAKKI KAREIN!

Why Invest in Equity?



BECOME A PART-OWNER

When you buy a company's stock, you become a part-owner and make money as the company's profit increases



MINIMISES THE IMPACT OF INFLATION AND TAX ON YOUR WEALTH CREATION

By investing in equity markets over long-term, you could grow your wealth faster than inflation.



LIQUIDITY

Investments in open-ended mutual funds are liquid in nature, which means you can withdraw anytime you want. In case you need to withdraw before a specified period, you need to pay an exit load.

Growth in Equities

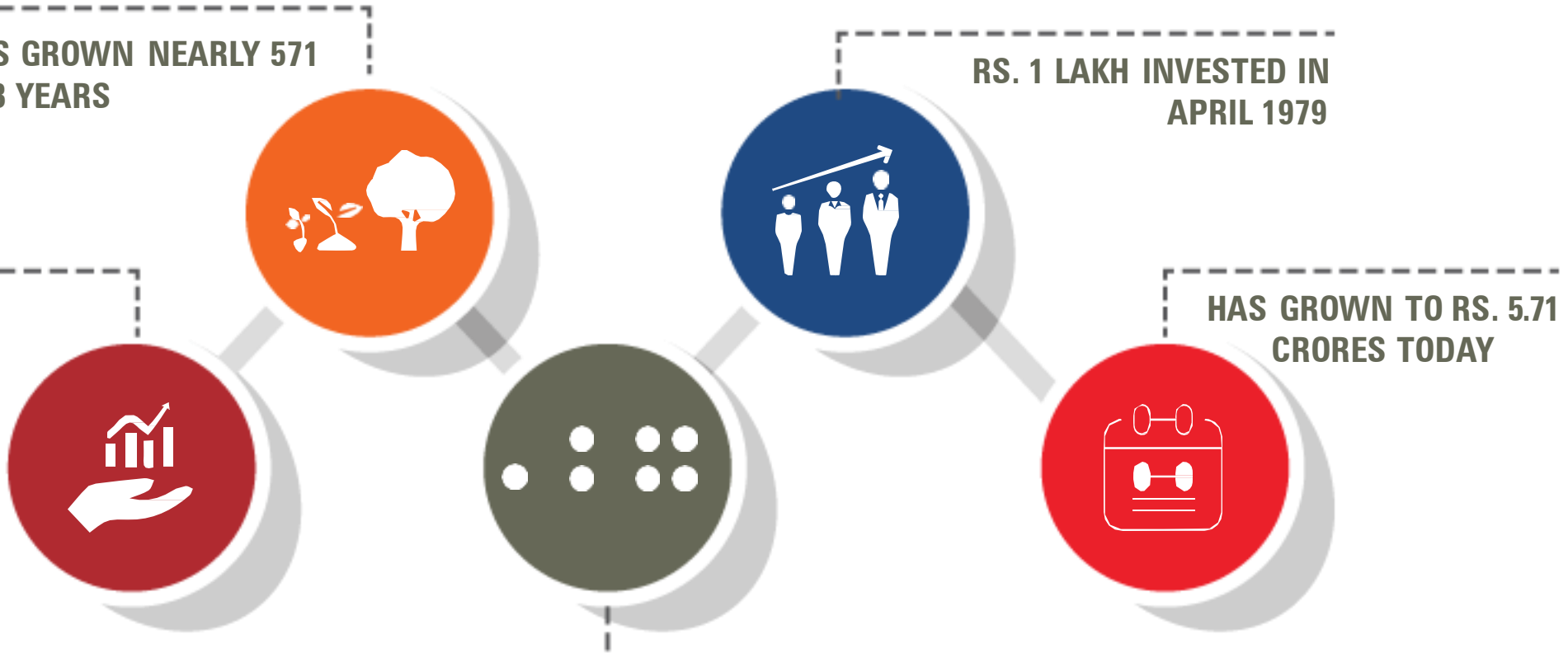


INVESTMENT HAS GROWN NEARLY 571
TIMES IN LAST 43 YEARS

RS. 1 LAKH INVESTED IN
APRIL 1979

SENSEX RETURNS
SINCE INCEPTION
(APR 1, 1979)
16% (CAGR)

HAS GROWN TO RS. 5.71
CRORES TODAY



Source: MFI; S&P BSE Sensex returns in terms of compounded annual growth rate (CAGR); Data as of November 30, 2021

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Our Outlook on Equities



Economic recovery though seems to have been delayed due to COVID-19 second wave but is well on track given favourable macro environment



With Govt.'s focus mainly on Growth, we believe economic environment is becoming more conducive for a Business Cycle recovery and hence for equities over long term

Valuations are not cheap but business cycle is still in the nascent stage



Market volatility is expected due to global central banks normalizing liquidity conditions.



Recommend investing in Largecaps which can provide stability in volatile times and can help in creating wealth in the long-term.

Why Largecaps?



Largecaps can be a part of your core portfolio

They are relatively less volatile as compared to mid- and small-caps

Largecap companies have good proven track record with strong fundamentals

They aim to deliver consistent long-term returns

Valuations Perspective



| | October 2008 | Nov 2021 |
|---|--------------|----------|
| Trailing P/E Nifty 50 | 12.57 | 23.4 |
| Trailing P/B Nifty 50 | 2.42 | 4.3 |
| Market Cap to GDP Ratio | 54% | 112% |
| Past Returns of Nifty 50 (CAGR) | | |
| Last 1 Year Return | -51.1% | 31.0% |
| Last 2 Year Return | -12.2% | 18.2% |
| Last 3 Year Return | 6.8% | 16.0% |
| Nifty 50 Past Earnings Per Share (EPS) YoY Growth (CAGR) | | |
| Last 1 Year (YoY) | 9.7% | 66.6% |
| Last 2 Year (YoY) | 18.5% | 20.9% |
| Last 3 Year (YoY) | 18.8% | 12.5% |

| Macro Indicators | October 2008 | Nov 2021 |
|--|--------------|-----------------|
| Capacity Utilisation | 75.9% | 60.0% |
| Credit Growth (YoY as of Nov 30, 2021) | 28.5% | 7.1% |
| RoE Nifty 50 | 20.6% | 10.6% |
| Net FPI Flows (12 Months Trailing in Rs. Crs) | -52,410 | 1,08,868 |
| IIP (twelve months trailing) | 3.9% | 3.1% (Sep 2021) |
| GDP Growth | 5.8% | 8.4% (Q2 FY22) |
| 10-Year Government Bond Yield | | |
| India | 7.5% | 6.4% |
| USA | 4.0% | 1.4% |

Market valuations are not cheap.

Business cycle is at the bottom. Time to add equities with a long term view.

About ICICI Prudential Bluechip Fund



Investment Style

| | Value | Blend | Growth | |
|--|------------|------------|------------|-------|
| | Light Blue | Light Blue | Dark Blue | Large |
| | Dark Blue | Dark Blue | Dark Blue | Mid |
| | Light Blue | Light Blue | Light Blue | Small |
| | | | | Size |

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

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Aim to invest and grow with big Companies



| Company Name | % to NAV | About the company |
|--|--------------|--|
| ICICI Bank Ltd. | 9.44% | ICICI Bank Limited is an Indian multinational banking and financial services company. The Bank is engaged in providing a range of banking and financial services, including commercial banking, retail banking, project and corporate finance, working capital finance, insurance, venture capital and private equity, investment banking, broking and treasury products and services. |
| HDFC Bank Ltd. | 8.12% | India's leading private sector bank. Provides a huge range of Banking services to corporate and retail customers. |
| Infosys Ltd. | 6.89% | An Indian IT giant, with global presence and strong balance sheet |
| Reliance Industries Ltd. | 6.44% | Reliance Industries Limited is an Indian multinational conglomerate and owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications |
| Bharti Airtel Ltd. | 5.62% | Lowest Cost producer in telecom space, major beneficiary of sector consolidation |
| Axis Bank Ltd. | 5.09% | Third largest private sector bank in India offering entire spectrum of financial services for personal & corporate banking. |
| SBI Life Insurance Company Ltd. | 2.90% | SBI Life is one of the most trusted life insurance companies in India. It is a joint venture life insurance company between State Bank of India (SBI), the largest state-owned banking and financial services company in India, and BNP Paribas Cardif |

Source ; MFI, The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. The stocks/sectors mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in these stocks/sectors. Data as of November 30, 2021.

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Portfolio Statistics



| Closing AUM | | ₹ 30,122.25 Crore | |
|------------------------|-------|-----------------------|--------|
| Average Dividend Yield | 1.01 | No. of stocks | 63 |
| Average P/E ratio | 35.96 | Top 10 Stock Holdings | 58.10% |
| Average P/BV ratio | 5.83 | Top 10 Sectors | 82.01% |

The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. Source: Internal. Data as of November 30, 2021. AUM – Assets Under Management

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Overweight Sectors



- Telecom
- Auto
- Industrial Products & Capital Goods
- Banks & Finance
- Retailing

Underweight Sectors



- Power
- Metals & Mining
- Oil, Gas & Petroleum Products
- Software
- Consumer Non Durables

Stocks Added:

- **HDFC Life Insurance Company Ltd.**

Stocks Exited:

- **NA**

Overweight/Underweight sectors are sectors that are over/underweight with respect to the benchmark i.e. Nifty 100 TRI. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. The sector(s)/stock(s) mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in these sector(s)/stock(s). Data as of November 30, 2021.

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Select Rationale – Overweight Sectors



Auto

The sector has corrected in the last few months due to concerns on the global shortage of chip and now looks reasonably valued. Also, the worldwide automakers embarking on a 'China Plus One' de-risking journey bodes well for the sector.



Industrial Products & Capital Goods

Economic activity is expected to pick up further due to fiscal stimulus provided by G7 countries and demand growth. Vaccine rollout too is positive for economic Recovery which bodes well for this sector.



TELECOM

Structural growth in the industry Continues, 2G to 4G migration & tariff hike driving growth in ARPU, Sector also witnessing tailwinds led by rising data consumption on account of work from home, rising digital payments, etc.



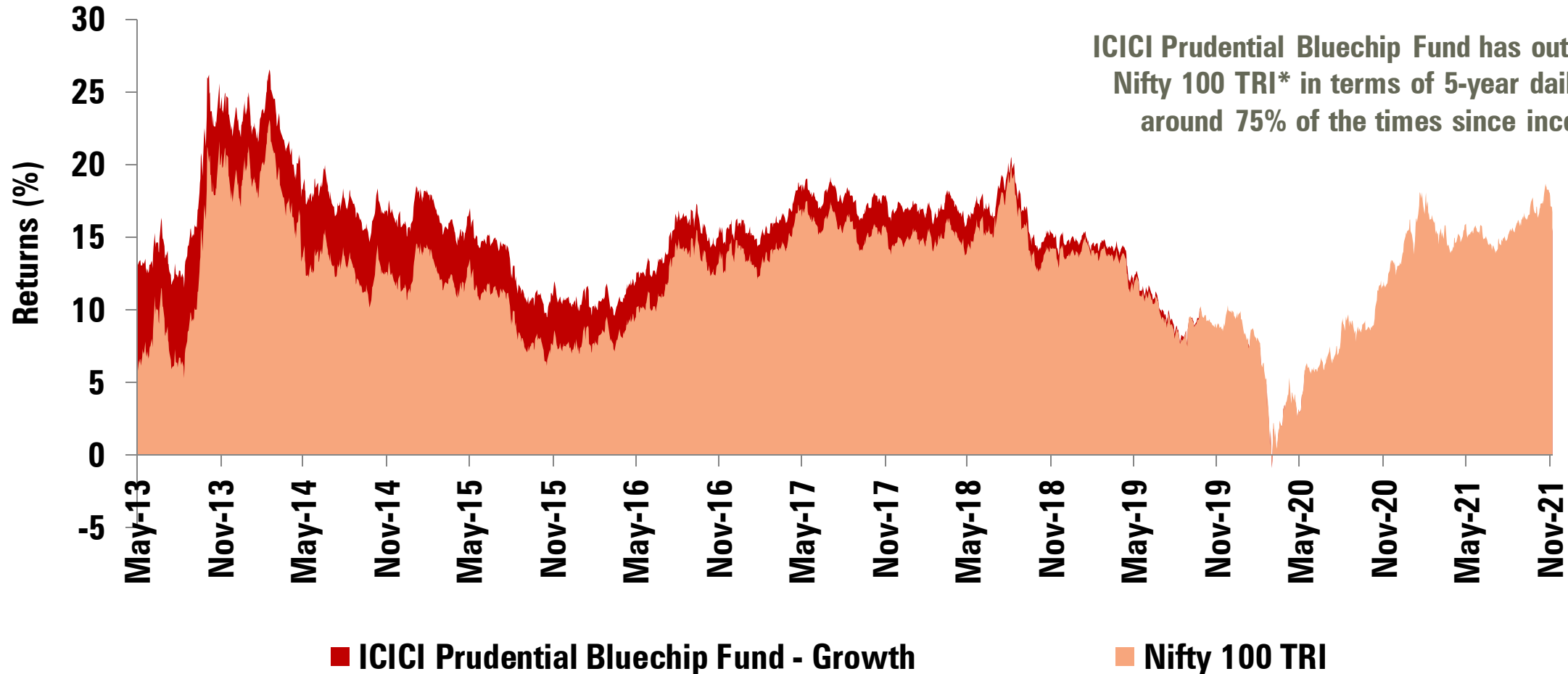
Overweight/Underweight sectors are sectors that are over/underweight with respect to the benchmark i.e. Nifty 100 TRI. Data as of November 30, 2021; ARPU – Average Revenue Per User, DISCOMS – Distribution Companies. The stock(s)/sector(s) mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in this 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. PLI - Production Linked Incentive Schemes.

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Long Term performance



Five-Year Daily Rolling Returns Since Inception (May 23, 2008)



■ ICICI Prudential Bluechip Fund - Growth

■ Nifty 100 TRI

Data Source: MFI; Data in % CAGR terms; The above analysis is done considering the investment period between May 23, 2008 and November 30, 2016. Returns are calculated for the period between May 23, 2013 to November 30, 2021. Past performance may or may not sustain in the future. *The performance of the scheme is benchmarked to the Total Return variant of the Index.

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Long Term performance



~73% of the time, since inception (May 23, 2008),
the scheme's five-year returns have been more than 12%

| | ICICI Prudential Bluechip Fund | Nifty 100 TRI* |
|---|--------------------------------|----------------|
| Minimum Return | -0.9% | -0.7% |
| Maximum Return | 26.6% | 23.1% |
| Average Return | 14.4% | 12.6% |
| Standard Deviation | 4.4% | 3.8% |
| No. of days the scheme provided: | | |
| Less than 8% return | 166 | 293 |
| 8-12% return | 396 | 545 |
| 12-15% return | 509 | 696 |
| 15-18% return | 748 | 441 |
| More than 18% return | 292 | 136 |
| } 73.4% | | } 60.3% |
| Total No. of Days: 2,111 | | |

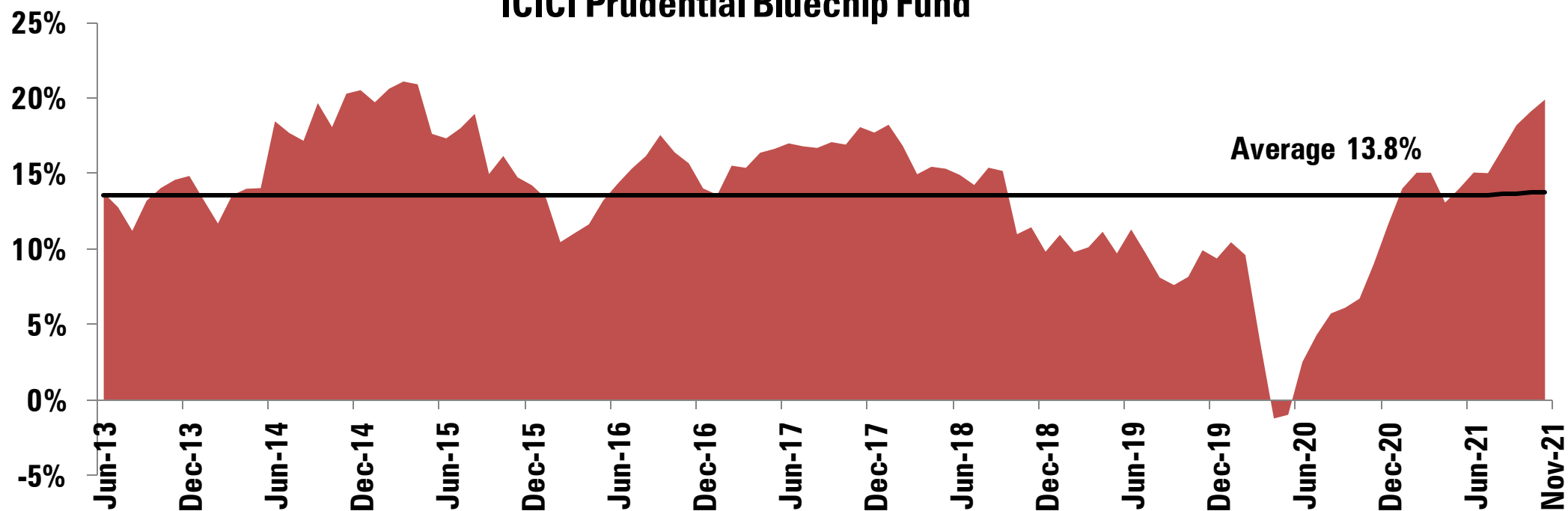
Data Source: MFI; Data in % CAGR terms; The above analysis is done considering the investment period between May 23, 2008 and November 30, 2016. Returns are calculated for the period between May 23, 2013 to November 30, 2021. Past performance may or may not sustain in the future. *The performance of the scheme is benchmarked to the Total Return variant of the Index.

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ICICI Prudential Bluechip Fund – 5 Years Monthly SIP Rolling Returns



ICICI Prudential Bluechip Fund



SIP Performance of ICICI Prudential Bluechip Fund

| Lowest SIP return | Average SIP Return | Highest SIP Return |
|-------------------|--------------------|--------------------|
| -1.2% | 13.8% | 21.1% |

*The above analysis is based on 5-year rolling SIP returns on monthly basis starting from February 10, 2009 and ending on May 10, 2016. Inception date of the scheme is May 23, 2008. The performance data is of growth plan in XIRR (%) terms. The Calculation assumes that Rs. 10,000 is invested on the 10th of every month in the Growth Option of the scheme. 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. Data is as of November 10, 2021. Past performance may or may not be sustained in future.

SIP Performance



SIP of Rs. 10,000 per month in ICICI Prudential Bluechip Fund would lead to...

| Time Period | Total Amount Invested (Rs. Lakhs) | ICICI Prudential Bluechip Fund - Growth | | Nifty 100 TRI* |
|---------------------------------------|-----------------------------------|---|--------------|----------------|
| | | Present Value (Rs. lakh) | Returns | Returns |
| 5 Years | 6.0 | 9.2 | 17.3% | 18.0% |
| 7 Years | 8.4 | 14.4 | 15.2% | 15.8% |
| 10 Years | 12.0 | 26.7 | 15.3% | 15.2% |
| Since Inception (May 23, 2008) | 16.3 | 50.1 | 15.3% | 14.3% |

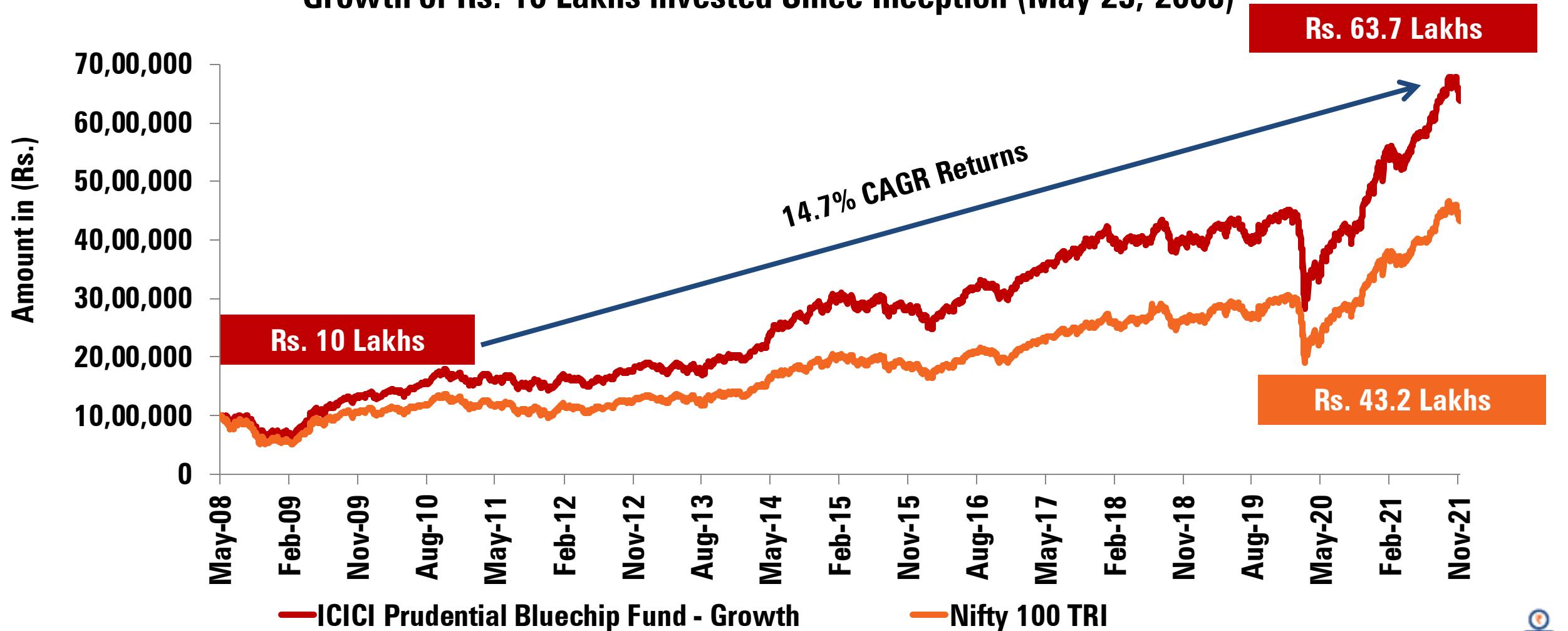
Source: MFI; Data in XIRR % terms; The returns are calculated by XIRR approach assuming SIP investment of Rs 10,000/- on the 1st working day of every month in the Growth Option of the Scheme. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of the transactions. Data as of November 30, 2021. *The performance of the scheme is benchmarked to the Total Return variant of the Index. Past Performance may or may not be sustained in future

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Wealth Creation Journey



Growth of Rs. 10 Lakhs invested Since Inception (May 23, 2008)



Data Source: MFI; Data as of November 30, 2021. Returns in Rupee terms. Past performance may or may not be sustained in future. The performance of the scheme is benchmarked to the Total Return variant of the index. 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.

Wealth Creation Journey



Performance Across Time Periods#

| | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 |
|--------------------------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|
| ICICI Prudential Bluechip Fund | 13.5 | 9.8 | -0.8 | 32.8 | 7.7 | -0.2 | 41.1 | 10.2 | 26.6 | -16.5 | 27.1 | 91.2 |
| Nifty 100 TRI* | 16.0 | 11.8 | 2.6 | 33.0 | 5.0 | -1.3 | 34.9 | 7.9 | 32.3 | -25.0 | 19.3 | 84.9 |
| Out/Under Performance | -2.6 | -2.1 | -3.4 | -0.13 | 2.72 | 1.05 | 6.22 | 2.32 | -5.68 | 8.55 | 7.79 | 6.31 |

| | 1 Years | 5 Years | 7 Years | 10 Years |
|--------------------------------|------------|-------------|-------------|------------|
| ICICI Prudential Bluechip Fund | 36.3 | 15.4 | 11.7 | 15.6 |
| Nifty 100 TRI* | 33.2 | 16.7 | 11.9 | 15.3 |
| Out/Under Performance | 3.1 | -1.3 | -0.2 | 0.3 |

Data Source: MFI; Data as of November 30, 2021. Returns in CAGR % terms. Past performance may or may not be sustained in future. *The performance of the scheme is benchmarked to the Total Return variant of the Index.
#Data as of calendar years 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019 and 2020

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Portfolio Features



| | |
|---------------------------------------|---|
| 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* |
| Minimum Application Amount | Rs. 100 (plus in multiples of Re. 1) |
| Minimum Additional Application Amount | Rs. 100 (plus in multiples of Re. 1) |
| Exit Load | Redemption upto 1 year of allotment: 1% of applicable NAV; Redemption after 1 year: Nil |
| Fund Manager | Mr. Anish Tawakley (overall 26 years of experience) Mr. Rajat Chandak (overall 11 years of experience) Mr. Vaibhav Dusad (overall 09 years of experience) |
| Benchmark | Nifty 100 TRI |
| SIP / STP / SWP | 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 IDCW distribution tax and other statutory levy, if any), else the IDCW would be mandatorily reinvested

In addition to the fund manager managing this fund, overseas investment is managed by Ms. Priyanka Khandelwal.


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Riskometer & Disclaimer



| | |
|--|--|
| <p>ICICI Prudential Bluechip Fund is suitable for investors who are seeking* (an open ended equity scheme predominantly investing in large cap stocks)</p> |  <p>Investors understand that their principal will be at Very High risk.</p> |
| <ul style="list-style-type: none">• Long term wealth creation• An open ended equity scheme predominantly investing in large cap stocks. | |
| <p>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</p> | |

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.

| | |
|-------------------------------|---|
| <h2>Benchmark Riskometer</h2> |  <p>Benchmark riskometer is at Very High risk.</p> |
| <p>Nifty 100 TRI</p> | |

Riskometer & Disclaimer



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

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