

ICICI Prudential Focused Bluechip Equity Fund

An Open-ended Equity Fund



Past performance is no guarantee of future results.
Turn overleaf for detailed methodology.



TARAKKI KAREIN!

Bajaj Auto Ltd Mahindra & Mahindra
Ltd HDFC Bank Ltd Grasim Industries
Ltd Larson & Toubro Ltd Oil & Natural
Gas Company Ltd Reliance Industries
Ltd Cipla Ltd Tata Consultancy Services
Ltd Infosys Technologies Ltd Axis Bank
Ltd ITC Ltd Punjab National Bank
Ltd Hindustan Zinc Ltd....



**A Bluechip fund that seeks to provide
stability, consistency and growth**

Some of the portfolio holdings as on February 28, 2011.

ICICI Prudential Focused Bluechip Equity Fund is an open-ended equity fund that aims to maximize long-term total return by investing in equity and equity related securities of about 20 large-cap companies.

The fund invests in large and well established stocks, chosen without any sector bias, which are industry leaders with strong management and financial strength. They run their companies on proven business models, enjoy a competitive edge, have a sustainable market share and are expected to rapidly grow over next 3-5 years.

Key benefits:

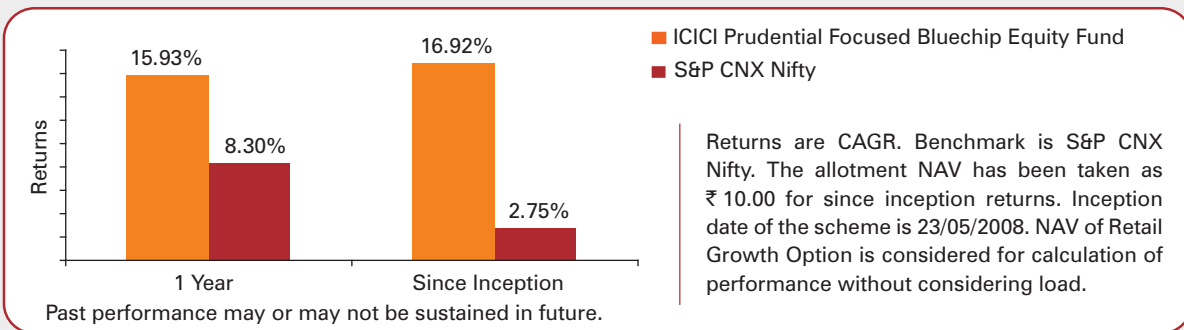
- ➔ It offers a **portfolio of Top 20 large cap bluechip companies**. If the portfolio size increases beyond Rs. 1000 crores, the fund manager can increase the number of stocks in the portfolio.
- ➔ It offers the **benefits of investing in large cap stocks which generally have stability and growth** and thus reduce volatility.
- ➔ It **endeavours to perform better than the benchmark index through well researched stock picking**.

Invest in this fund, if you:

- ➔ are seeking long term capital appreciation from investments in handpicked large cap stocks.

Performance - Retail Growth Option (as on February 28, 2011):

The following table shows the performance comparison of ICICI Prudential Focused Bluechip Equity Fund vis-a-vis benchmark index S&P CNX Nifty.



You can also start small via ICICI Prudential - Systematic Investment Plan (SIP):

ICICI Prudential - SIP is a smart and simple way to invest. It enables you to start your investment in ICICI Prudential Focused Bluechip Equity Fund through affordable investment of ₹ 1000 every month.

The following table shows how money invested through SIP in ICICI Prudential Focused Bluechip Equity Fund has grown over time vis-a-vis benchmark index S&P CNX Nifty as on February 28, 2011.

(Amount in Rupees)

	1 Year	Since inception
SIP first installment date	1-Mar-10	23-May-08
Total Amount invested	12,000	34,000
Current Valuation	12,018.18	47,867.49
Compounded Annualised Growth Rate (CAGR%)	0.28%	25.15%
Valuation if invested in benchmark - S&P CNX Nifty	11,622.71	41,659.40
Benchmark - S&P CNX Nifty CAGR %	-5.81%	14.55%

Past performance may or may not be sustained in future. Load is not taken into consideration and the returns are calculated considering NAV of Retail Growth Option. The above CAGR performance is calculated based on IRR with the assumption that SIP installments were received across the time period from the start date of SIP.

The performance shown above does not necessarily indicate future returns and may not necessarily provide a basis for comparison with other investments. **Ranking Methodology:** CRISIL has assigned "CRISIL Mutual Fund Rank 1" to ICICI Prudential Focused Bluechip Equity Fund under Open End Large Cap Oriented Equity Schemes Category, December 31, 2010. Past performance is no guarantee of future results. The composite performance of ICICI Prudential Focused Bluechip Equity Fund is "Very Good performance" in the Open End Large Cap Oriented Equity Schemes Category, and ranks within the Top 10 percentile of the 30 schemes ranked in this category. The criteria used in computing the CRISIL Mutual Fund Rank are Superior Return Score based on NAVs over the 2-year period ended December 31, 2010, Sectoral concentration, Company concentration and Liquidity of the scheme. The methodology does not take into account the entry and exit loads levied by the scheme. The CRISIL Mutual Fund Rank is no indication of the performance that can be expected from the scheme in future. **Ranking Source:** CRISIL FundServices, CRISIL Limited. **Statutory Details:** ICICI Prudential Mutual Fund (the Fund) was set up as a Trust sponsored by Prudential plc (through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) and ICICI Bank Ltd. ICICI Prudential Trust Limited (the Trust Company), a company incorporated under the Companies Act, 1956, is the Trustee to the Fund. ICICI Prudential Asset Management Company Ltd (the AMC), a company incorporated under the Companies Act, 1956, is the Investment Manager to the Fund. ICICI Bank Ltd and Prudential Plc (acting through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) are the promoters of the AMC and the Trust Company. **Risk Factors: All investments in Mutual Funds and securities are subject to market risks and NAV of the Schemes may go up or down depending upon the factors and forces affecting the securities market and there can be no assurance that the funds objectives will be achieved.** Past performance of the Sponsors, AMC/Fund does not indicate the future performance of the Schemes of the Fund. The Sponsors are not responsible or liable for any loss resulting from the operation of the Schemes beyond the contribution of an amount of ₹ 22.2 lacs, collectively made by them towards setting up the Fund and such other accretions and additions to the corpus set up by the Sponsors. **ICICI Prudential Focused Bluechip Equity Fund (IPFBEF)** (erstwhile ICICI Prudential Focused Equity Fund) is an open-ended equity scheme that seeks to generate long-term capital appreciation and income distribution to unitholders from a portfolio that is invested in equity and equity related securities of about 20 companies belonging to the large cap domain and the balance in debt securities and money market instruments. The Fund Manager will always select stocks for investment from among Top 200 stocks in terms of market capitalization on the National Stock Exchange of India Ltd. If the total assets under management under this scheme goes above ₹ 1000 crores the Fund Manager reserves the right to increase the number of companies to more than 20. However, there can be no assurance that the investment objective of the scheme will be realized. **Entry Load:** N.A. **Exit Load:** (i) If the amount sought to be redeemed or switched out is invested for a period of up to one year from the date of allotment - 1% of the applicable NAV; (ii) If the amount sought to be redeemed or switched out is invested for a period of more than one year from the date of allotment - Nil. **Investments in the scheme may be affected by trading volumes, settlement periods, volatility, price fluctuations and risks such as liquidity, derivative, market, currency, concentration, lending & borrowing, credit & interest rate.** IPFBEF is only the name of the scheme and does not in any manner indicate either the quality of the Scheme or its future prospects and returns. **Mutual Fund investments are subject to market risks. Please read the Scheme Information Document and Statement of Additional Information carefully before investing.** **Disclaimer:** The stock(s) mentioned in this advertisement do not constitute any recommendation of the same and the Scheme may or may not have any future position in these stock(s). ICICI Prudential Mutual Fund or ICICI Prudential Asset Management Co. Ltd. does not warrant the soundness or quality of the said stock(s). This is not a recommendation to buy or sell any of the stock mentioned in this advertisement.

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