

**Plexus Management Services**  
**New Fund Framework: Posted 28 Jun 2010 to 27 July 2010**  
**NFO Review: ICICI Prudential Gold ETF**

<b>Offer Period</b>	28 <sup>th</sup> Jun 2010 to 27 <sup>th</sup> July 2010
<b>Scheme Type</b>	Open Ended Gold ETF
<b>Unit Price &amp; Subscription:</b>	Unit Price : Rs. 100 per unit Subscription : Rs. 5000
<b>Load &amp; options.</b>	Entry Load : NIL Exit Load: NIL
<b>Fund Objective:</b>	ICICI Prudential Gold Exchange Traded Fund seeks to provide investment returns that, before expenses, closely track the performance of domestic prices of Gold derived from the LBMA AM fixing prices. However, the performance of the scheme may differ from that of the underlying gold due to tracking error.
<b>Benchmark:</b>	Domestic Price of Physical Gold
<b>Fund Manager</b>	Mr. Chaitanya Pande

**Idea Distiller:**

Gold as an investible medium has been seeing amongst its best times in a long while. Clearly the fund is aimed at cornering a share of the market where the selling proposition is kept simple and of course plugging a gap in the product bouquet the fund has on offer.

**Asset allocation:**

Item	Percentage
Gold Bullion:	90%-100%
Debt & Cash equivalent:	0-10%

**Peer Scheme**

**Reliance Gold Exchange Traded**

**Track record:**

Management	Fund Manager
Risk: ★ ★	Risk: ★ ★
Return: ★ ★	Return: ★ ★

**Scheme DNA:**

Unique Idea	★ ★
Return Possibility	★ ★
Risk	★ ★
Opera ability/Complexity	★ ★

**Risk in Investing:** ★ ★

**Return Possibility:** ★ ★

**Comments:**

Clearly there is a substantial interest in quick money making options and gold figures very prominently in the list. But, there is enough news flow to suggest gold might be near its medium term high. Conversely, the unabated appetite for gold, especially from mature risk averse investors lends credence to the idea that gold prices have some way to go before it flattens. Its your poison, decide if you have to drink it or dump it. Personally I favour the idea of getting out of gold and definitely not putting in any more money. But if one has to choose between one Gold ETF or the other, its anybody's guess.....most are the same anyway and fund manager's scope is hardly there.