

**ICICI Prudential Focused Bluechip Equity Fund**  
An Open Ended Equity Fund

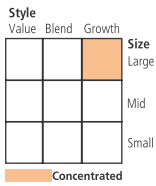
**This Product is suitable for investors who are seeking\*:**

- Long term wealth creation solution
- A focused large cap equity fund that aims for growth by investing in companies in the large cap category

**Riskometer**

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

**Style Box**



**Returns of Regular Plan - Growth Option as on September 30, 2015**

Particulars	September 30,2014 to September 30,2015	September 30,2013 to September 30,2014	September 30,2012 to September 30,2013	Since inception	
	Absolute Returns (%)	Absolute Returns (%)	Absolute Returns (%)	Current Value of Investment of Rs. 10000	CAGR (%)
<b>Scheme</b>	5.25	46.49	4.26	28290.00	15.18
<b>Nifty 50 Index</b>	-0.20	38.87	0.56	16069.58	6.66
<b>NAV (Rs.) Per Unit (as on September 30,2015 : 28.29)</b>	26.88	18.35	17.60	10.00	

**Fund Details**

**Fund Managers\*\* :**  
Manish Gunwani  
(Managing this fund from Jan 2012 & Overall 19 years of experience)

**Indicative Investment Horizon:** 5 years and above

**Inception/Allotment date:** 23-May-08

**Monthly AAUM as on 30-Nov-15 :** Rs. 9716.67 crores

**Closing AUM as on 30-Nov-15 :** Rs. 9896.47 crores

**NAV (As on 30-Nov-15):**  
Regular Plan Growth Option : 28.75  
Regular Plan Dividend Option : 21.63  
Direct Plan Growth Option : 29.45  
Direct Plan Dividend Option : 25.88

**Plans :** Regular & Direct

**Options :**  
Growth & Dividend

**Application Amount for fresh Subscription :**  
Rs.5,000 (plus in multiples of Re.1)

**Min.Addl.Investment :**  
Rs.1,000 (plus in multiples of Re.1)

**Entry load :** Nil

**Exit load for Redemption / Switch out :- Lumpsum & SIP / STP / SWP Investment Option**  
Upto 1 Year from allotment - 1% of applicable NAV, more than 1 Year - Nil

**SIP :**  
Monthly: Minimum Rs. 1,000/- plus 5 post dated cheques for a minimum of Rs. 1,000/- each; Quarterly: Minimum Rs. 5,000/- plus 3 post dated cheques of Rs. 5,000/- each.

**SWP :**  
Rs.500 and in multiples of Re. 1/-

**\*STP :**  
STP In : Available  
STP Out : Available

**Min.Redemption Amt. :**  
Rs. 500 and in multiples of Re. 1/-

**Dividend History :** Refer page no. from 110 to 117

**SIP Returns :** Refer page no. from 106 to 108

**Total Expense Ratio :** Refer page no. 125

**Investment Objective :** Refer page no. from 118 to 121

Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Date of inception:23-May-08. Performance of dividend option would be Net of Dividend distribution tax, if any. Benchmark is Nifty 50 Index. For computation of since inception returns (%) the allotment NAV has been taken as Rs. 10.00. Load is not considered for computation of returns. In case, the start/end date of the concerned period is a nonbusiness date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period.

Total Schemes managed by the Fund Manager is 10 (9 are jointly managed). Refer annexure from page no. 86 for performance of schemes currently managed by Mr. Manish Gunwani (fund manager).

**Portfolio as on November 30, 2015**

Company/Issuer	% to NAV	% to NAV Derivatives	Company/Issuer	% to NAV	% to NAV Derivatives
<b>Auto</b>	<b>7.32%</b>	<b>0.14%</b>	<b>Non - Ferrous Metals</b>	<b>0.95%</b>	<b>0.03%</b>
Mahindra & Mahindra Ltd.	2.15%		Hindustan Zinc Ltd.	0.95%	
Mahindra & Mahindra Ltd. - Futures		0.14%	Hindustan Zinc Ltd. - Futures		0.03%
Tata Motors Ltd.	1.77%		<b>Oil</b>	<b>1.50%</b>	<b>0.24%</b>
Hero Motocorp Ltd.	1.30%		Oil & Natural Gas Corporation Ltd.	1.50%	
Tata Motors Ltd. - DVR	1.23%		Oil & Natural Gas Corporation Ltd. - Futures		0.24%
Maruti Suzuki India Ltd.	0.87%		<b>Petroleum Products</b>	<b>4.95%</b>	
<b>Auto Ancillaries</b>	<b>2.01%</b>		• Reliance Industries Ltd.	4.19%	
Motherson Sumi Systems Ltd.	2.01%		Hindustan Petroleum Corporation Ltd.	0.76%	
<b>Banks</b>	<b>27.50%</b>	<b>0.30%</b>	<b>Pharmaceuticals</b>	<b>7.57%</b>	<b>0.20%</b>
• HDFC Bank Ltd.	9.05%		• Cipla Ltd.	3.14%	
• ICICI Bank Ltd.	6.40%		Cipla Ltd. - Futures		0.20%
• Axis Bank Ltd.	4.62%		Divi's Laboratories Ltd.	1.85%	
IndusInd Bank Ltd.	2.67%		Lupin Ltd.	1.27%	
Kotak Mahindra Bank Ltd.	2.59%		Sun Pharmaceutical Industries Ltd.	1.04%	
Punjab National Bank	1.21%		Dr. Reddy's Laboratories Ltd.	0.28%	
Bank Of Baroda	0.95%		<b>Power</b>	<b>3.57%</b>	
Bank Of Baroda - Futures		0.30%	Power Grid Corporation Of India Ltd.	2.18%	
<b>Cement</b>	<b>3.44%</b>	<b>0.21%</b>	NTPC Ltd.	1.39%	
Grasim Industries Ltd.	1.60%		<b>Software</b>	<b>15.23%</b>	
Grasim Industries Ltd. - Futures		0.21%	• Infosys Ltd.	6.47%	
ACC Ltd.	1.59%		• HCL Technologies Ltd.	3.51%	
Ambuja Cements Ltd.	0.25%		• Wipro Ltd.	2.86%	
<b>Construction Project</b>	<b>2.72%</b>		Tech Mahindra Ltd.	2.39%	
Larsen & Toubro Ltd.	2.72%		<b>Telecom - Services</b>	<b>1.44%</b>	
<b>Consumer Durables</b>	<b>1.15%</b>	<b>1.25%</b>	Bharti Airtel Ltd.	1.44%	
Havells India Ltd.	0.99%		<b>CPs and CDs</b>	<b>2.78%</b>	
Titan Company Ltd.	0.16%		PNB Housing Finance Ltd.	CARE A1+ 2.02%	
Titan Company Ltd. - Futures		1.25%	HDB Financial Services Ltd.	CARE A1+ 0.76%	
<b>Consumer Non Durables</b>	<b>4.44%</b>	<b>0.38%</b>	<b>Units of Mutual Fund</b>	<b>0.26%</b>	
• ITC Ltd.	3.29%		ICICI Prudential CNX 100 ETF	0.26%	
ITC Ltd. - Futures		0.38%	<b>Short Term Debt and net current assets</b>	<b>0.63%</b>	
United Spirits Ltd.	1.15%		<b>Total Net Assets</b>	<b>100.00%</b>	
<b>Ferrous Metals</b>	<b>0.48%</b>	<b>0.13%</b>	• Top Ten Holdings		
Steel Authority Of India Ltd.	0.48%		Derivatives are considered at exposure value.		
Steel Authority Of India Ltd. - Futures		0.13%			
<b>Finance</b>	<b>7.21%</b>				
• Bajaj Finserv Ltd.	3.97%				
HDFC Ltd.	1.72%				
Mahindra & Mahindra Financial Services Ltd.	1.02%				
Reliance Capital Ltd.	0.51%				
<b>Industrial Capital Goods</b>	<b>0.65%</b>	<b>0.20%</b>			
Bharat Heavy Electricals Ltd.	0.65%				
Bharat Heavy Electricals Ltd. - Futures		0.20%			
<b>Minerals/Mining</b>	<b>0.96%</b>	<b>0.17%</b>			
Coal India Ltd.	0.96%				
Coal India Ltd. - Futures		0.17%			

<b>Quantitative Indicators</b>	Average P/E : 21.89	Average P/BV : 4.81	Average Dividend Yield : 1.31
Annual Portfolio Turnover Ratio : Equity - 0.37 times, Others (Debt and Derivatives) - 0.53 times	Combined Annual Portfolio Turnover Ratio : 0.90 times		
Std Dev (Annualised) : 13.13%	Sharpe Ratio : 0.69	Portfolio Beta : 0.95	R squared : 0.95   Benchmark Std Dev (Annualised) : 13.49%

\* Daily, Weekly, Monthly and Quarterly Frequency has introduced in Systematic Transfer Plan Facility (STP), Flex Systematic Transfer Plan Facility (Flex STP) and Value Systematic Transfer Plan Facility (Value STP) for both (Source and Target) under Regular and Direct Plans with Growth/Cumulative and Dividend Sub-Options of the Schemes w.e.f. December 07, 2015.

Portfolio turnover has been computed as the ratio of the lower value of purchase and sales, to the average net assets in the past one year (since inception for schemes that have not completed a year).

The figures are not netted for derivative transactions.

Risk-free rate based on the last Overnight MIBOR cut-off of 6.84%.

\*\*In addition to the fund manager managing this fund, the ADR/GDR exposure is managed by Mr. Shalya Shah.

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## Statutory Details & Risk Factors

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

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