



FUND HOUSE-EQUITY
ICICI PRUDENTIAL ASSET MANAGEMENT
COMPANY
NIMESH SHAH
Managing Director & CEO



ICICI MF

Over the years, ICICI Prudential MF has forged a position of pre-eminence in the Indian mutual fund industry and has evolved into an esteemed value creator for investors. Its efforts in consolidating its product range and a strong investment performance backed by processes favoured its case. The fund house bagged this award for the second time in a row. Eight of its 10 equity schemes that made the cut have outperformed the category average. This is an impressive figure given the tough market conditions. Of these, five schemes were rated with four or five stars. Four of ICICI MF's equity schemes—ICICI Dynamic, ICICI Discovery, ICICI Focused-Blue chip Equity and ICICI Tax Plan have consistently been featured in Outlook Money's OLM 50. □

WINNER'S EDGE

- Wide product range
- Process-backed strong investment performances
- Star-rated schemes
- Above-par returns