



**ICICI Prudential Mutual Fund adjudged “Debt Mutual Fund House of the Year” at the CNBC-TV18 - CRISIL Mutual Fund Awards 2009**

- **Debt Mutual Fund House of the Year**
- **Most Innovative Fund of the Year-** ICICI Prudential Target Returns Fund (There is no guarantee or assurance of returns)
- **Gilt Fund of the Year -** ICICI Prudential Gilt Fund - Investment - PF Option
- **Liquid Fund of the Year -** ICICI Prudential Liquid Plan

**Mumbai, February 16, 2010:** ICICI Prudential Mutual Fund was adjudged as the “**Debt Mutual Fund House of the Year**” at the CNBC-TV18 - CRISIL Mutual Fund Awards 2009. The award for the **Most Innovative Fund of the Year** went to ICICI Prudential Target Returns Fund (There is no guarantee or assurance of returns). The awards are presented by CRISIL FundServices, in partnership with CNBC-TV18 for outstanding mutual fund performance for the year 2009.

The Fund House has also bagged category awards viz. ICICI Prudential Gilt Fund - Investment - PF Option and ICICI Prudential Liquid Plan were winners in the Gilt Funds and Liquid Funds categories respectively for the year 2009. (Past performance is no guarantee of future results.)

**Commenting on the prestigious awards won, Mr. Nimesh Shah, Managing Director, ICICI Prudential Asset Management Company said,** “We are honored to have received the awards from an organization of international repute like CRISIL FundServices that is also an industry benchmark in India. The award is a significant endorsement of our disciplined investment process which further optimizes risk and returns for the investors. We at ICICI Prudential AMC believe in managing investor wealth with high commitment. It is our endeavor to continue satisfying investor requirements and thereby emerge as a sustained value creator. ”

**About CRISIL FundServices**

CRISIL FundServices is India’s leading provider of fund evaluation and research to the Indian MF industry. Widely acknowledged as the industry standard, CRISIL FundServices is the official provider of valuation tools and market benchmarks. Through its innovative analytics, benchmarks and analytical tools, CRISIL FundServices has played a significant role in shaping investor confidence and facilitating the introduction of best practices in the MF industry.

This year, 21 awards across 17 categories were presented to acknowledge performance and investor orientation, both at scheme and at fund house level. These awards were powered by



CRISIL's Composite Performance Ranking (CRISIL~CPR) methodology for mutual funds. The CRISIL~CPR for the December-09 ended quarter covered 409 schemes, encapsulating 83 percent of the industry assets.

### **About ICICI Prudential Asset Management Company Ltd.**

ICICI Prudential Asset Management Company Ltd. is a joint venture between ICICI Bank, a well-known and trusted name in financial services in India and Prudential Plc, one of UK's oldest and largest players in the financial services sector. ICICI Prudential Asset Management Company, in a span of just over 11 years, has forged a position of preeminence in the Indian Mutual Fund industry as one of the largest asset management companies in the country with average assets under management of around Rs. 78, 400.98 Cr as on January 31, 2010 (Source: [www.amfiindia.com](http://www.amfiindia.com)). The Company manages a comprehensive range of schemes to meet the varying investment needs of its investors.

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**Award Methodology: CNBC TV18 - CRISIL Mutual Fund of the Year Award for 2009 - ICICI Prudential Mutual Fund** (Category – Debt Fund House of the Year) ICICI Prudential Mutual Fund won the CNBC TV18 - CRISIL Mutual Fund of the Year Award in the Category – Debt Fund House of the Year. In total 37 fund houses were considered as the award universe. The award is based on consistency of a fund house's performance across the Gilt, Income, Income – Short, Liquid – Retail, Liquid – Institutional, Liquid – Super Institutional, MIP – Aggressive, MIP – Conservative, Ultra Short term debt – Retail, Ultra Short term debt – Institutional, Ultra Short term – Super Institutional, Consistent Debt and Consistent Liquid categories in the four quarterly CRISIL CPR rankings released during the calendar year 2009. The individual CRISIL CPR ranks for their schemes were aggregated on a weighted average basis to arrive at the final ranks for fund houses. **Scheme Award: ICICI Prudential Target Returns Fund (There is no guarantee or assurance of returns) (Category - Most Innovative Fund of the Year)** ICICI Prudential Target Returns Fund (There is no guarantee or assurance of returns) won the CNBC TV18 - CRISIL Mutual Fund of the Year Award for 2009 in the Category – Most Innovative Fund of the Year. In total 13 schemes/plans/themes were eligible for the award universe. Mutual fund schemes/plans/themes launched in 2009 across all categories and nominated by Asset Management Companies to CRISIL were considered for the award. The award is based on CRISIL's assessment of the product concept, marketing and distribution channels, timeliness of launch and mobilization attributable to the scheme. **ICICI Prudential Liquid Plan (Category - Liquid Funds)** ICICI Prudential Liquid Plan was among the only two schemes that won the CNBC TV18 - CRISIL Mutual Fund of the Year Award for 2009 in the Liquid Funds category. In total 24 schemes were eligible for the award universe. **ICICI Prudential Gilt Fund - Investment - PF Option (Category - Gilt Funds)** ICICI Prudential Gilt Fund - Investment - PF Option was the only scheme that won the CNBC TV18 - CRISIL Mutual Fund of the Year Award for 2009 in the Gilt Funds category. In total 17 schemes were eligible for the award universe. In case of the **ICICI Prudential Liquid Plan and the ICICI Prudential Gilt Fund - Investment - PF Option** all four quarterly CRISIL CPRs were considered for the award. The award is based on consistency of the scheme's performance in the four quarterly CRISIL CPR rankings released during the calendar year 2009 for the said schemes. The individual CRISIL CPR parameter scores averaged for the four quarters were further multiplied by the parameter weights as per the CRISIL CPR methodology to arrive at the final scores. **Past performance is no guarantee of future results.** A detailed methodology of the CRISIL CPR is available at [www.crisilfundservices.com](http://www.crisilfundservices.com). **For all above award categories Rankings and Award Source: CRISIL FundServices, CRISIL Ltd.**

**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 Trustee Company. **Risk Factors: Mutual Funds and securities investments are subject to market risks and there is no assurance or guarantee that the objectives of the Schemes will be achieved. As with any securities investment, the NAV of the Units issued under the Schemes can go up or down, depending on the factors and forces affecting the capital markets.** 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 Rs.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. Mutual Fund Investments are subject to market risks. Please read the Scheme Information Documents/ Addendums of the Scheme carefully before investing. Investment **Objective ICICI Prudential Gilt Fund Investment Plan - PF Option@** (An open-ended Medium Term Gilt Fund. Objective is to generate income through investments in Gilts of various maturities) Entry Load – Nil, Exit Load – Nil. **ICICI Prudential Liquid Plan@** (An open-ended Liquid Income Fund. Objective is to generate reasonable returns while providing high levels of liquidity) Entry Load – Nil, Exit Load – Nil. **ICICI Prudential Target Returns Fund (An Open Ended Diversified Equity Fund. (There is no guarantee or assurance of returns)** is an open-ended diversified equity fund that seeks to generate capital appreciation by investing inequity or equity related securities of large market capitalization companies constituting the BSE 100 index and providing investors with options to withdraw their investment automatically based on triggers for pre-set levels of return as and when they are achieved Entry Load – Nil, Exit Load (w.e.f. 24-08-09): (a) If the amount, sought to be redeemed or switched out, is invested for a period of upto one years– 1%; (b) 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, liquidity risks, derivative risk, market risk, risk relating to fluctuations in foreign exchange for investments in foreign securities, lending & borrowing risks, credit & interest rate risks relating to debt investment.@Investments in the Scheme(s) may be affected by trading volumes, settlement risks, interest rate risk, liquidity or marketability risk, credit risk, reinvestment risk, regulatory risk, risks associated with investment in unlisted securities, default risk including the possible loss of principal, risks attached with the use of derivatives, risk analysis on underlying asset classes in Securitisation, risk Factors specific to investments in Securitised Papers, risk of Co-mingling etc.The above are only the names of the schemes and do not in any manner indicate either the quality of the Schemes or their future prospects and returns. Mutual Fund investments are subject to market risks. Please read Statement of Additional Information & Scheme Information Document carefully before investing.**

In the preparation of the material contained in this document, ICICI Prudential Mutual Fund (the Fund) has used information that is publicly available, including information developed in-house. Some of the material used in the document may have been obtained from members/persons other than the Fund and/or its affiliates and which may have been made available to the Fund and/or to its affiliates. Information gathered and material used in this document is believed to be from reliable sources. The Fund however does not warrant the accuracy, reasonableness and/or completeness of any information. All recipients of this material should before dealing and or transacting in any of the products referred to in this material make their own investigation, seek appropriate professional advice and carefully read the offer document. We have included statements/opinions/recommendations in this document, which contain words, or phrases such as “will”, “expect”, “should”, “believe” and similar expressions or variations of such expressions, that are “forward looking statements”. Actual results may differ materially from those suggested by the forward looking statements due to risk or uncertainties associated with our expectations with respect to, but not limited to, exposure to market risks, general economic and political conditions in India and other countries globally, which have an impact on our services and / or investments, the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices, the performance of the financial markets in India and globally, changes in domestic and foreign laws, regulations and taxes and changes in competition in the industry. ICICI Prudential Asset Management Company Limited (including its affiliates), the Fund and any of its officers directors, personnel and employees, shall not liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner. The recipient alone shall be fully responsible/are liable for any decision taken on the basis of this material.