

An opportunity to grow with BIG companies



RELIANCE INDUSTRIES
HDFC BANK
MARUTI SUZUKI
AXIS BANK
LARSEN & TOUBRO
INFOSYS
ITC

ICICI Prudential **Bluechip Fund**

Past performance may or may not be sustained in the future. The stock(s)/sector(s) mentioned do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in them. The asset allocation and investment strategy will be as per the Scheme Information Document.



TARAKKI KAREIN!

Why Invest in Equity?



BECOME A PART-OWNER

When you buy a company's stock, you become a part-owner and make money as the company's profit increases



MINIMISES THE IMPACT OF INFLATION AND TAX ON YOUR WEALTH CREATION

By investing in stock markets over the long-term, you can aim to achieve inflation adjusted returns



LIQUIDITY

Investments in open-ended mutual funds are liquid in nature, which means you can withdraw anytime you want. In case you need to withdraw before a specified period, you may have to pay an exit load.

Growth in Equities



INVESTMENT HAS GROWN NEARLY 607
TIMES IN LAST 43 YEARS

RS. 1 LAKH INVESTED IN
APRIL 1979

SENSEX RETURNS
SINCE INCEPTION
(APR 1, 1979)
15.8% (CAGR)

HAS GROWN TO RS. 6.07
CRORES TODAY



Our Outlook on Equities and Largecaps



Rising inflation & interest rates, global slowdown and geo-political tensions may contribute to market volatility in near term.



Other headwinds include aggressive monetary tightening by Global Central Banks and rising external sector risks.

Our long term view on equities remains positive as economic activity remains resilient, Govt. reforms progress and demographics favors Growth.

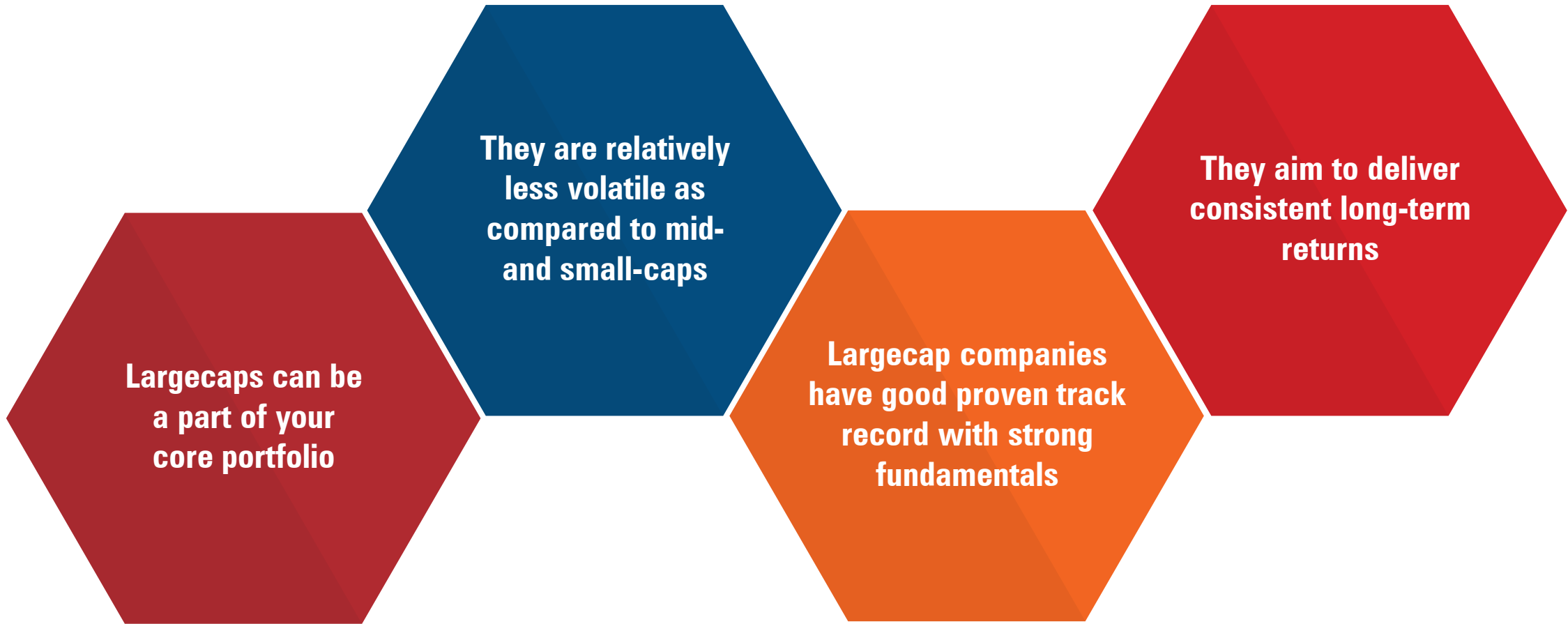


Indian economy though better placed fundamentally, may be affected by Global events in near term.



Recommend investing in Largecaps with an aim to provide stability during volatile times & wealth creation over long term

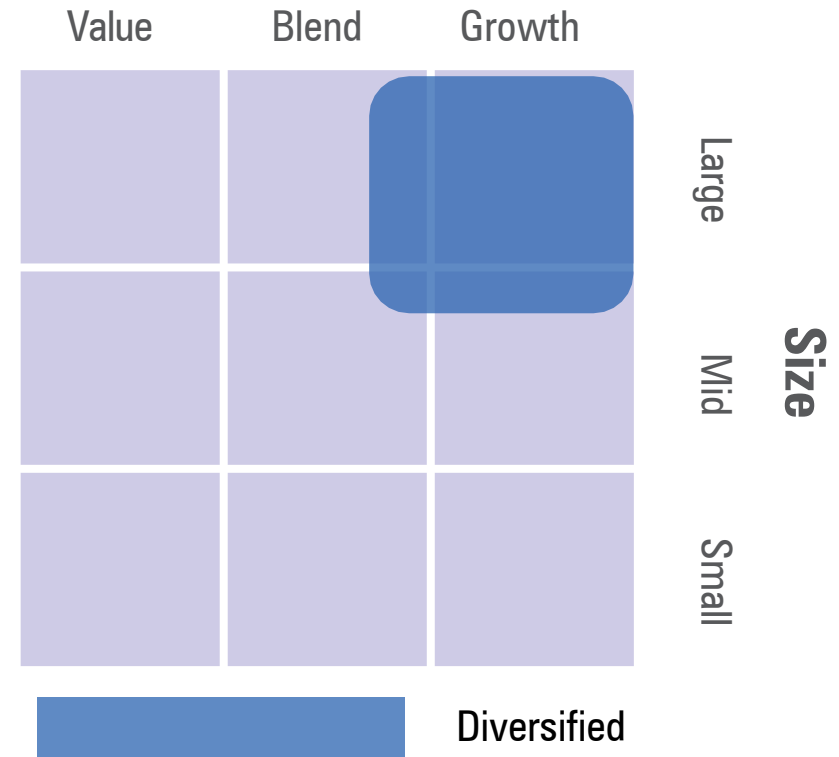
Why Largecaps?



About ICICI Prudential Bluechip Fund



Investment Style



The portfolio of the scheme is subject to changes within the provisions of the Scheme Information document of the Scheme.

Portfolio Statistics



Closing AUM		₹ 3,4823.28 Crore	
Average Dividend Yield	1.2	No. of stocks	71
Average P/E ratio	31.2	Top 10 Stock Holdings	56.5%
Average P/BV ratio	5.4	Top 10 Sectors	77.9%

The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. Source: CRISIL. Data as of October 31, 2022. AUM – Assets Under Management. P/E – Price to Earnings; P/BV – Price to Book Value



Overweight Sectors



- Industrial Products & Capital Goods
- Auto
- Pharma & Healthcare Services
- Telecom
- Cement

Underweight Sectors



- Oil, Gas & Petroleum Products
- Banks & Finance
- Metals & Mining
- Power
- Consumer Non Durables

Stocks Added:

- Hindustan Petroleum Corporation Ltd.
- Mphasis Ltd.
- NMDC Steel Ltd.
- Zee Entertainment Enterprises Ltd.

Stocks Exited:

- ConocoPhillips Co.
- Gillette India Ltd.
- Gland Pharma Ltd.
- NMDC Ltd.

Portfolio Statistics



Top 10 sectors

Sector	Holding %
Banks	25.1%
It - Software	12.1%
Petroleum Products	9.0%
Automobiles	7.1%
Construction	6.3%
Pharmaceuticals & Biotechnology	5.6%
Insurance	4.6%
Telecom - Services	3.9%
Cement & Cement Products	3.2%
FMCG	1.9%

Top 10 stocks

Stock	Holding %
ICICI Bank Ltd.	9.7%
Reliance Industries Ltd.	7.9%
HDFC Bank Ltd.	7.8%
Infosys Ltd.	7.0%
Larsen & Toubro Ltd.	6.3%
Axis Bank Ltd.	5.8%
Bharti Airtel Ltd.	3.9%
SBI Life Insurance Company Ltd.	3.2%
Maruti Suzuki India Ltd.	2.9%
Ultratech Cement Ltd.	2.7%

The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. The stocks/sectors mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in these stocks. Data as of October 31, 2022.

Select Rationale – Overweight Sectors



Auto

Strong demand momentum can be seen for PVs & 2Ws led by improving customer sentiments and new model launches. Cooling steel & iron ore prices, excise cuts on petrol & diesel bodes well for auto companies.



Industrial Products & Capital Goods

Economic activity is expected to further pick up as demand rises due to favorable demographics, PLI scheme and increased thrust on import substitution. These factors may bode well for the sector.



Telecom

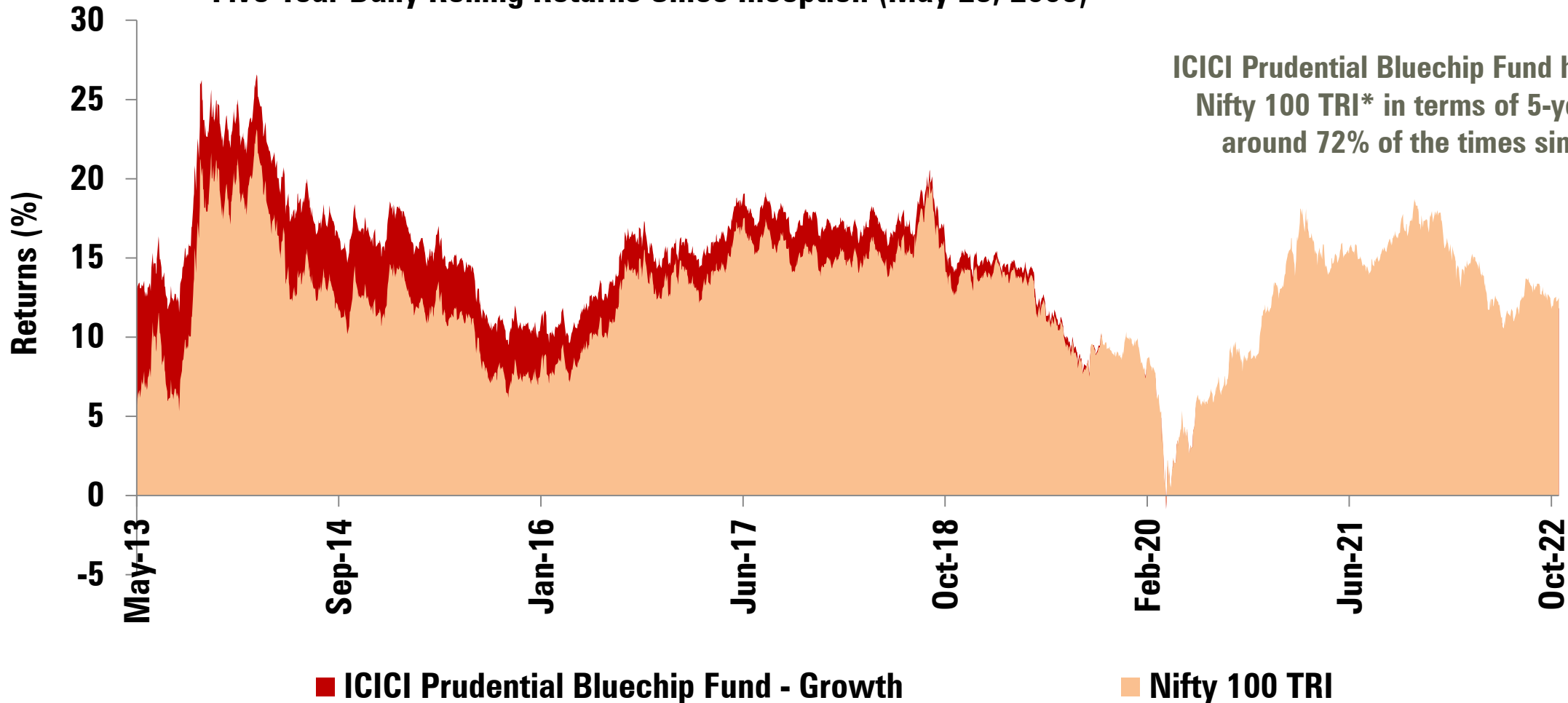
The sector is on the cusp of multi-year up-cycle driven by changing usage behavior, consolidating industry structure, 5G spectrum capex by majority players, entry of new potential players may shore up investment and competition.



Long Term Performance



Five-Year Daily Rolling Returns Since Inception (May 23, 2008)



ICICI Prudential Bluechip Fund has outperformed Nifty 100 TRI* in terms of 5-year daily rolling around 72% of the times since inception.

■ ICICI Prudential Bluechip Fund - Growth

■ Nifty 100 TRI

Data Source: MFI; Data in % CAGR terms; The above analysis is done considering the investment period between May 23, 2008 and October 31, 2017. Returns are calculated for the period between May 23, 2013 to October 31, 2022. Past performance may or may not sustain in the future. *The performance of the scheme is benchmarked to the Total Return variant of the Index. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>

Long Term Performance



~72% of the time, since inception (May 23, 2008),
the scheme's five-year returns have been more than 12%

	ICICI Prudential Bluechip Fund	Nifty 100 TRI*
Minimum Return	-0.9%	-0.7%
Maximum Return	26.6%	23.1%
Average Return	14.3%	12.7%
Standard Deviation	4.2%	3.7%
No. of days the scheme provided:		
Less than 8% return	166	293
8-12% return	492	590
12-15% return	595	818
15-18% return	794	501
More than 18% return	292	137
	71.9%	62.2%
Total No. of Days: 2,339		

Data Source: MFI; Data in % CAGR terms; The above analysis is done considering the investment period between May 23, 2008 and October 31, 2017. Returns are calculated for the period between May 23, 2013 to October 31, 2022. Past performance may or may not sustain in the future. *The performance of the scheme is benchmarked to the Total Return variant of the Index. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>

SIP Performance



SIP of Rs. 10,000 per month in ICICI Prudential Bluechip Fund would lead to...

Time Period	Total Amount Invested (Rs. Lakhs)	ICICI Prudential Bluechip Fund – Growth		Nifty 100 TRI*
		Present Value (Rs. lakh)	Returns	Returns
5 Years	6.0	9.0	16.4%	16.0%
7 Years	8.4	14.3	15.0%	15.0%
10 Years	12.0	25.5	14.4%	14.1%
Since Inception (May 23, 2008)	17.4	55.7	14.8%	13.6%

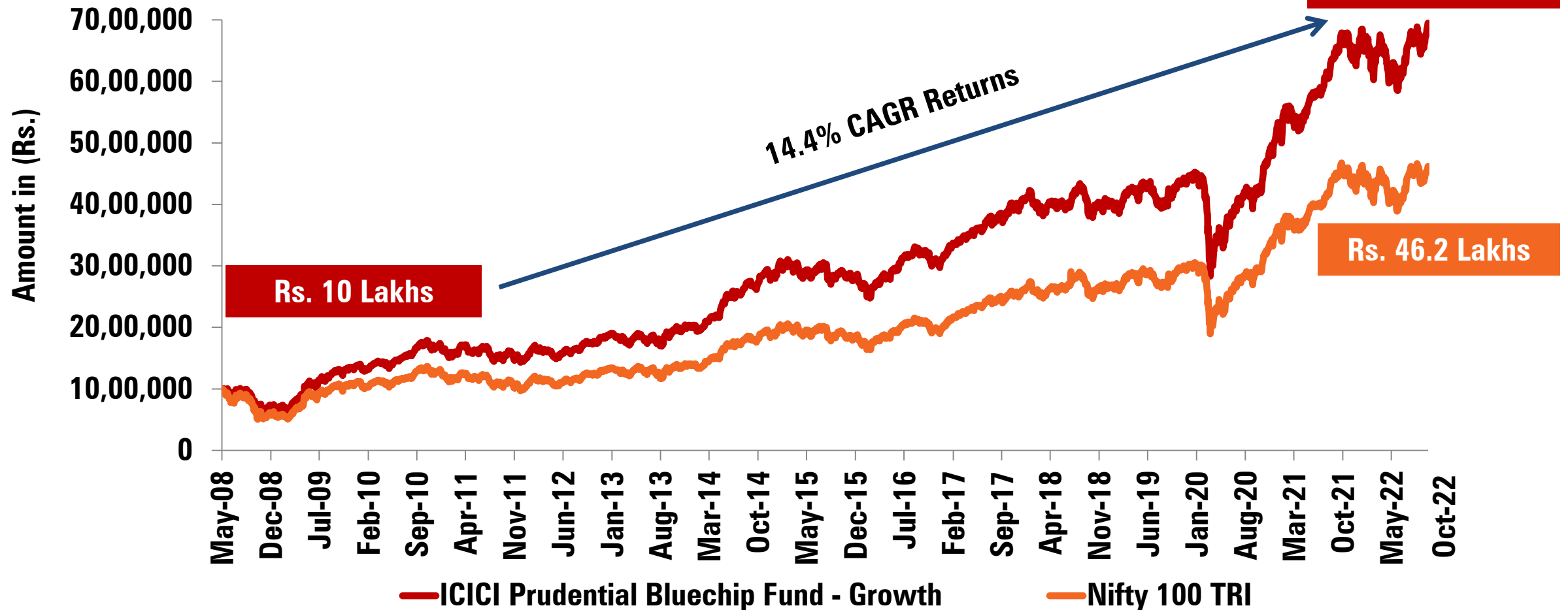
Source: MFI Explorer; Data in XIRR % terms; The returns are calculated by XIRR approach assuming SIP investment of Rs 10,000/- on the 1st working day of every month in the Growth Option of the Scheme. XIRR helps in calculating return on investments given an initial and final value and a series of cash inflows and outflows with the correct allowance for the time impact of the transactions. Data as of October 31, 2022. *The performance of the scheme is benchmarked to the Total Return variant of the Index. Past Performance may or may not be sustained in future. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit

<http://www.icraonline.com/legal/standard-disclaimer.html>

Wealth Creation Journey



Growth of Rs. 10 Lakhs invested Since Inception (May 23, 2008)



Data Source: MFI Explorer; Data as of October 31, 2022. Returns in Rupee terms. Past performance may or may not be sustained in future. The performance of the scheme is benchmarked to the Total Return variant of the index. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>

Wealth Creation Journey



Performance Across Time Periods#

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
ICICI Prudential Bluechip Fund	28.9	13.2	9.8	-0.8	32.8	7.7	-0.2	41.1	10.2	26.6	-16.5	27.1	91.2
Nifty 100 TRI*	26.0	16.1	11.8	2.6	33.0	5.0	-1.3	34.9	7.9	32.3	-25.0	19.3	84.9
Out/Under Performance	2.9	-3.1	-2.1	-3.4	-0.13	2.72	1.05	6.22	2.32	-5.68	8.55	7.79	6.31

	1 Years	3 Years	5 Years	7 Years	10 Years
ICICI Prudential Bluechip Fund	5.3	17.0	11.8	13.4	14.9
Nifty 100 TRI*	3.4	16.2	12.5	13.6	14.2
Out/Under Performance	2.1	0.8	-0.7	-0.1	0.7

Data Source: Value Research ; Data as of October 31, 2022. Returns in CAGR % terms. Past performance may or may not be sustained in future. *The performance of the scheme is benchmarked to the Total Return variant of the Index. #Data as of calendar years 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020 and 2021. Calendar years returns are in absolute terms. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>

Long Term Performance



Scheme/ Benchmark	Returns#							
	1 Year		3 Year		5 Year		Since inception*	
	CAGR (%)	Value of Rs. 10000	CAGR (%)	Value of Rs. 10000	CAGR (%)	Value of Rs. 10000	CAGR (%)	Value of Rs. 10000
ICICI Prudential Bluechip Fund	5.34	10536.77	16.95	16004.15	11.84	17503.78	14.36	69490.00
Nifty 100 TRI (Benchmark)	3.39	10340.50	16.17	15683.19	12.54	18057.78	11.17	46175.07
Nifty 50 TRI (Additional Benchmark)	3.30	10332.08	16.23	15708.83	13.16	18557.80	10.70	43453.10
NAV (Rs.) Per Unit (as on October 31, 2022: 69.49)	65.95		43.42		39.70		10.00	

Notes:

1. Different plans shall have different expense structure. The performance details provided herein are of ICICI Prudential Bluechip Fund
2. The scheme is currently managed by Anish Tawakley and Vaibhav Dusad. Mr. Anish Tawakley has been managing this fund since Sep 2018. Total Schemes managed by the Fund Manager is 3(2 are jointly managed). Mr. Vaibhav Dusad has been managing this fund since Jan 2021. Total Schemes managed by the Fund Manager is 3 (2 are jointly managed). In addition to the fund manager managing this fund overseas investment is managed by Ms. Sharmila D'mello. For performance disclosure of the additional schemes managed by the fund managers, please check annexure on subsequent slides
3. *Date of inception: 23-May-08. #Data as of October 31, 2022.
4. Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment.
5. Load is not considered for computation of returns.
6. In case, the start/end date of the concerned period is a non business 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
7. The benchmark of the scheme has been revised from Nifty 50 TRI to NIFTY 100 TRI w.e.f. May 28, 2018. The performance of the scheme is benchmarked to the Total Returns Variant of the Index.
8. Mr. Rajat Chandak has ceased to be a Fund Manager of this scheme with effect from March 01, 2022.

Annexure for returns of all the schemes managed by the Fund Managers



Funds managed by Anish Tawakley	1 Year (CAGR%)	3 Years (CAGR%)	5 Years (CAGR%)	Inception Date	Managing since
ICICI Prudential Manufacturing Fund	6.8	20.2	-	11-Oct-18	Nov-18
S&P BSE India Manufacturing TRI (Benchmark)	8.1	15.4	-		
Nifty 50 TRI Index (Additional Benchmark)	3.3	16.2	-		
ICICI Prudential Business Cycle Fund	7.9	-	-	18-Jan-21	Jan-21
Nifty 500 TRI (Benchmark)	3.5	-	-		
Nifty 50 TRI (Additional Benchmark)	3.3				

Annexure for returns of all the schemes managed by the Fund Managers



Funds managed by Vaibhav Dusad	1 Year (CAGR%)	3 Years (CAGR%)	5 Years (CAGR%)	Inception Date	Managing since
ICICI Prudential Technology Fund	-14.1	33.0	26.5	03-Mar-00	May-20
S&P BSE Teck TRI (Benchmark)*	-7.5	27.8	26.3		
Nifty 50 TRI (Additional Benchmark)	3.3	16.2	13.2		
ICICI Prudential Focused Equity Fund	4.1	21.0	12.7	28-May-09	Aug-22
S&P BSE 500 TRI (Benchmark)	3.9	18.4	12.7		
Nifty 50 TRI (Additional Benchmark)	3.3	16.2	13.2		
ICICI Prudential Exports and Services Fund	5.3	20.0	11.1	30-Nov-05	May-22
S&P BSE 500 TRI (Benchmark)	3.9	18.4	12.6		
Nifty 50 TRI (Additional Benchmark)	3.3	16.2	13.2		

1. Different plans shall have different expense structure. The performance provided are of plans mentioned above.
2. The scheme is currently managed by Anish Tawakley and Vaibhav Dusad. Mr. Anish Tawakley has been managing this fund since Sep 2018. Total Schemes managed by the Fund Manager is 3(2 are jointly managed). Mr. Vaibhav Dusad has been managing this fund since Jan 2021. Total Schemes managed by the Fund Manager is 3 (2 are jointly managed)
3. Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment.
4. Load is not considered for computation of returns.
5. In case, the start/end date of the concerned period is a non-business date (NBD), the NAV of the previous date is considered for computation of returns.
6. The performance of the scheme is benchmarked to the Total Return variant of the Index
7. Returns data as of October 31, 2022, *ICICI Prudential Technology Fund : For Benchmark performance , values of earlier benchmark (S&P BSE Information Technology TRI) has been used till 30th Nov 2021 and revised benchmark (S&P BSE Tech TRI) values have been consider thereafter.

Portfolio Features



Type of Scheme	An open ended equity scheme predominantly investing in large cap stocks
Plans	ICICI Prudential Bluechip Fund & ICICI Prudential Bluechip Fund – Direct; Options: Growth & IDWC*
Minimum Application Amount	Rs. 100 (plus in multiples of Re. 1)
Minimum Additional Application Amount	Rs. 100 (plus in multiples of Re. 1)
Minimum Redemption Amount	Any Amount
Fund Manager	Mr. Anish Tawakley (Managing this fund since Sep, 2018 & Overall 26 years of experience) Mr. Vaibhav Dusad (Managing this fund since Jan, 2021 & Overall 9 years of experience)
Benchmark	Nifty 100 TRI
SIP / STP / SWP	Available
Exit Load	Upto 1 Year from allotment – 1% of applicable NAV, More than 1 Year - Nil

IDCW – Income Distribution cum Capital Withdrawal Option. IDCW is gross IDCW. To arrive at the net IDCW payable for corporate and non-corporate investors applicable statutory levy, if any, needs to be adjusted respectively. Past performance may or may not be sustained in future. After payment of IDCW the NAV has fallen to the extent of payout and distribution taxes if applicable. For complete IDCW history details please refer to our website www.icicipruamc.com, Download section-NAV and IDCW history section. Distribution of IDCW is subject to availability of distributable surplus and approval of Trustees. When units are sold, and sale price (NAV) is higher than face value of the unit, a portion of sale price that represents realized gains is credited to an Equalization Reserve Account and which can be used to pay IDCW. IDCW can be distributed out of investors capital (Equalization Reserve), which is part of sale price that represents realized gains. For information on Record Date for declaration of IDCW under various Schemes of the Fund with IDCW distribution frequency ranging from daily up to monthly distribution investors are requested to visit https://www.icicipruamc.com/docs/default-source/default-documentlibrary/icici_013_dividend-addendum_27-march-2021.pdf?sfvrsn=62de3112_0

In addition to the fund manager managing this fund, overseas investment is managed by Ms. Sharmila D'mello.

Scheme Riskometer & Benchmark Riskometer



ICICI Prudential Bluechip Fund is suitable for investors who are seeking*:

- Long term wealth creation
- An open ended equity scheme predominantly investing in large cap stocks.

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

Scheme Riskometer



Benchmark Riskometer

Nifty 100 TRI



Please note that the Risk-o-meter(s) specified above will be evaluated and updated on a monthly basis. The above risk-o-meters are as on September 30, 2022
Please refer to <https://www.icicpruamc.com/news-and-updates/all-news> for more details.



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

All figures and other data given in this document are dated. The same may or may not be relevant at a future date. The AMC takes no responsibility of updating any data/information in this material from time to time. The information shall not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ICICI Prudential Asset Management Company Limited. Prospective investors are advised to consult their own legal, tax and financial advisors to determine possible tax, legal and other financial implication or consequence of subscribing to the units of ICICI Prudential Mutual Fund,

Disclaimer: In the preparation of the material contained in this document, ICICI Prudential Asset Management Company Ltd. (the AMC) 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 AMC and/or its affiliates and which may have been made available to the AMC and/or to its affiliates. Information gathered and material used in this document is believed to be from reliable sources. The AMC however does not warrant the accuracy, reasonableness and / or completeness of any information. 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 etc. ICICI Prudential Asset Management Company Limited (including its affiliates), the Mutual Fund, The Trust 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. Further, the information contained herein should not be construed as forecast or promise. The recipient alone shall be fully responsible/are liable for any decision taken on this material.