

Ab market ke utar-chadhav ka darr kaisa?

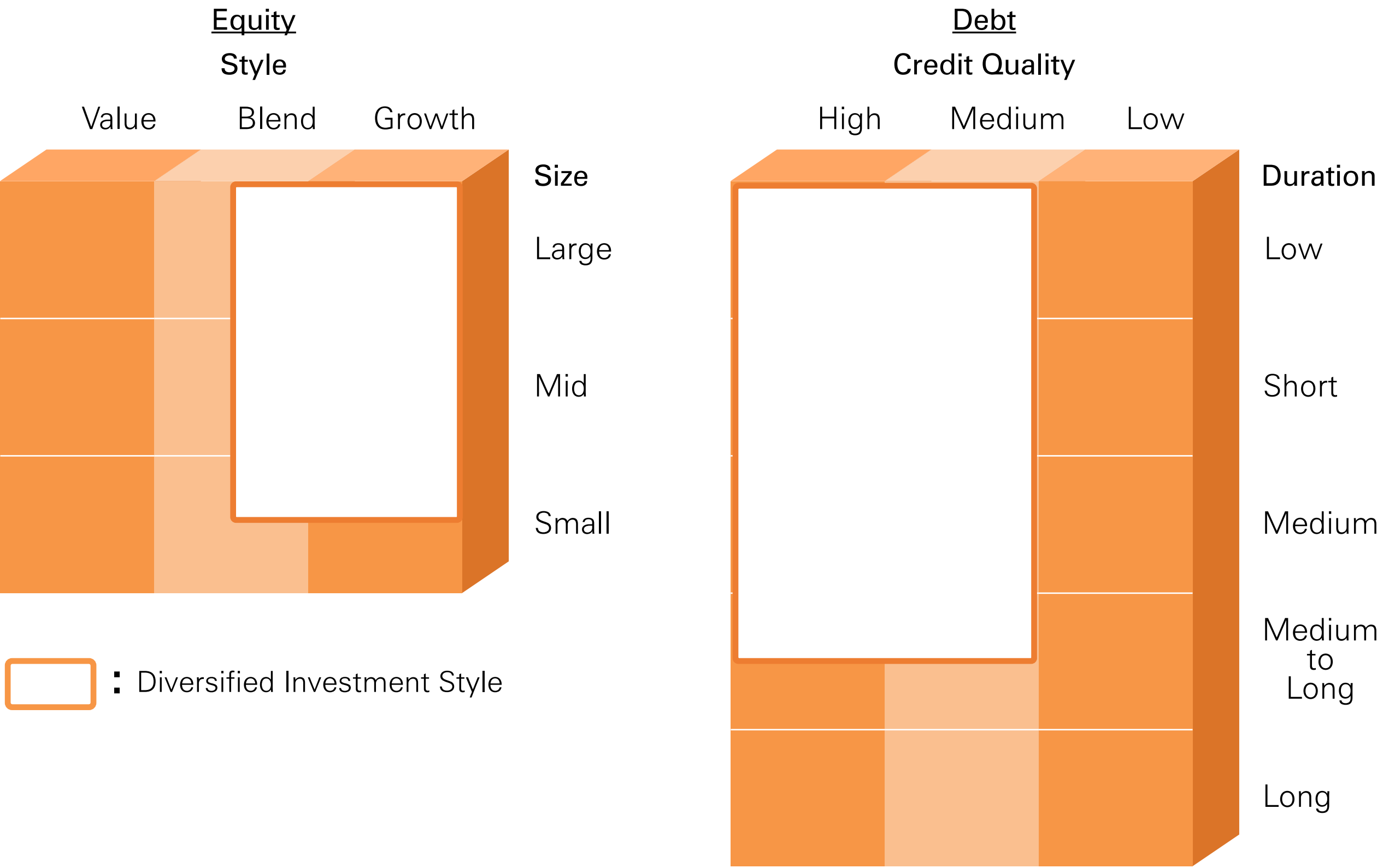


ABOUT THE SCHEME

Launched on December 30, 2006, ICICI Prudential Balanced Advantage Fund is an open ended dynamic asset allocation fund.

The Scheme uses an in-house asset allocation model to maintain an effective equity investment level, endeavoured to be above 65%. However, the actual equity level may go below 65% after considering the derivative exposure.

Investment Style



ICICI Prudential Balanced Advantage Fund

An open ended dynamic asset allocation fund



CURRENT INVESTMENT STRATEGY

Equity: The Scheme invests predominantly in equities and uses derivatives to hedge the downside risk of the portfolio.

Flexi-cap

The scheme shall invest across market capitalisation. While the large cap stocks represent established enterprises selected from the top 100 stocks by market capitalization, the midcaps and smallcaps are growing business entities with long-term growth potential.

Asset allocation

The Scheme uses an in-house model, based on a long-term historical mean Price to Book Value (P/BV), which aims to increase equity exposure when valuations are attractive and aims to reduce equity exposure when valuations are expensive.

Derivatives strategy

The Scheme will use derivative instruments for the purpose of hedging or portfolio rebalancing or for any other stock and/or index strategies as allowed under the SEBI Regulations.

Debt: The Scheme also invests a portion of its assets in fixed income securities issued by the government, public sector undertakings, and private companies with an aim to generate accrual income and potential capital appreciation.

Investment Strategy

Manage net equity exposure through In-House model

Uses Derivative Instruments for hedging or portfolio Rebalancing

Invests across market-cap

ICICI Prudential Balanced Advantage Fund

An open ended dynamic asset allocation fund



WHY ICICI PRUDENTIAL BALANCED ADVANTAGE FUND?

The Scheme is suitable for investors who are seeking to benefit out of market volatility while maintaining fair equity allocation levels based on market valuations.

Investors who wish to participate in equity markets with relatively conservative approach can invest in this scheme.

FEATURES OF THE SCHEME

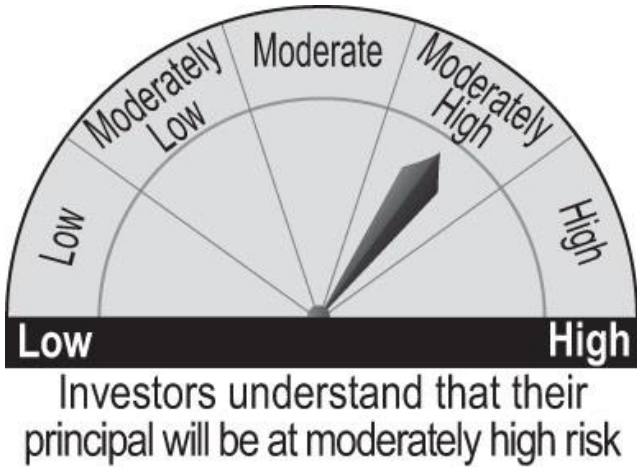
Type of Scheme	An open ended dynamic asset allocation fund
Plans	ICICI Prudential Balanced Advantage Fund and ICICI Prudential Balanced Advantage Fund - Direct; Options: Growth & Dividend (Monthly with payout* and reinvestment facility available)
Minimum Application Amount	Rs. 500 (plus in multiples of Re.1)
Minimum Additional Application Amount	Rs. 100 (plus in multiples of Re.1)
Minimum Redemption Amount	Rs. 500/- or all units where amount is below Rs. 500/-
Entry Load	Not Applicable
Exit Load	<p>If units purchased or Switched in from another scheme of the fund are redeemed or switched out upto 10% of the units(the limit) purchased or switched within 1 year from the date of allotment – Nil</p> <p>If units purchased or Switched in from another scheme of the fund are redeemed or switched out in excess of the limit within 1 year from the date of allotment – 1% of the applicable NAV</p> <p>If units purchased or Switched in from another scheme of the fund are redeemed or switched out after 1 year from the date of allotment – Nil</p>
Fund Manager	<p>Equity: Sankaran Naren has been managing this scheme since July 2017 and has 26 years of experience. Ihab Dalwai has been managing this scheme since Jan 2018 and has 5 years of experience. Rajat Chandak has been managing this scheme since Sep 2015 and has 8 years of experience. Dharmesh Kakkad has been managing this scheme since Sep 2018 and has 8 years of experience.</p> <p>Debt: Manish Banthia has been managing this scheme since Nov 2009 and has 13 years of experience.</p> <p>In addition to the fund manager managing this Scheme, the overseas investment of the scheme is managed by Ms. Priyanka Khandelwal.</p>
Benchmark Index	CRISIL Hybrid 50 + 50- Moderate Index
SIP / SWP / STP (Flex/Value)	Available

*In case the unit holder has opted for dividend payout option, the minimum amount for dividend payout shall be 100 (net of dividend distribution tax and other statutory levy, if any), else the dividend would be mandatorily reinvested.

This product is suitable for investors who are seeking*:

- Long term wealth creation solution
- An equity fund that aims for growth by investing in equity and derivatives.

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



FEATURES OF THE SCHEME

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

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