

# ICICI Prudential FMCG Fund

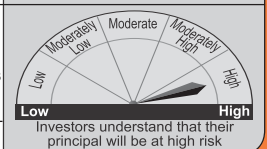
(An open ended equity scheme investing in FMCG sector)

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

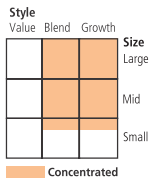
- Long Term Wealth Creation
- An open ended equity scheme that primarily invests in companies from FMCG sector.

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

## Riskometer



## Style Box



## Returns of ICICI Prudential FMCG Fund - Growth Option as on November 30, 2019 - (IPFMCGF)

Particulars	1 Year		3 Year		5 Year		Since inception	
	CAGR (%)	Current Value of Investment of Rs. 10000	CAGR (%)	Current Value of Investment of Rs. 10000	CAGR (%)	Current Value of Investment of Rs. 10000	CAGR (%)	Current Value of Investment of Rs. 10000
<b>Scheme</b>	7.36	10733.43	15.48	15394.47	10.92	16801.36	16.87	251130.00
<b>Nifty FMCG TRI (Benchmark)</b>	4.24	10422.47	16.40	15765.94	10.64	16588.63	13.56	138659.43
<b>Nifty 50 TRI (Additional Benchmark)</b>	12.38	11234.13	15.12	15251.52	8.39	14966.75	13.93	148351.87
<b>NAV (Rs.) Per Unit (as on November 29, 2019 : 251.13)</b>	233.97		163.13		149.47		10.00	

### Notes:

1. Different plans shall have different expense structure. The performance details provided herein are of ICICI Prudential FMCG Fund.
2. The scheme is currently managed by Atul Patel. Mr. Atul Patel has been managing this fund since Jan 2018. Total Schemes managed by the Fund Manager is 6 (5 are jointly managed). Refer annexure from page no. 109 for performance of other schemes currently managed by Atul Patel.
3. Date of inception: 31-Mar-99.
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 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.
7. The performance of the scheme is benchmarked to the Total Return variant of the Index. As TRI data is not available since inception of the scheme, benchmark performance is calculated using composite CAGR of Nifty 50 TRI PRI values from 31-Mar-99 to 30-Jun-99 and TRI values since 30-Jun-99.

## Portfolio as on November 30, 2019

Company/Issuer	Rating	% to NAV
<b>Equity Shares</b>		<b>95.02%</b>
<b>Consumer Durables</b>		<b>7.98%</b>
• Relaxo Footwears Ltd.		3.56%
Titan Company Ltd.		2.26%
Blue Star Ltd.		2.16%
<b>Consumer Non Durables</b>		<b>81.36%</b>
• ITC Ltd.		29.06%
• Hindustan Unilever Ltd.		9.00%
• Britannia Industries Ltd.		5.79%
• Marico Ltd.		5.43%
• Tata Global Beverages Ltd.		4.78%
• Nestle India Ltd.		4.66%
• Dabur India Ltd.		4.09%
• United Breweries Ltd.		3.69%
• Colgate - Palmolive (India) Ltd.		3.41%
Bajaj Consumer Care Ltd.		3.02%
Asian Paints Ltd.		2.91%
United Spirits Ltd.		2.16%
VST Industries Ltd.		2.12%
CCL Products (India) Ltd.		1.24%
<b>Media &amp; Entertainment</b>		<b>1.92%</b>
PVR Ltd.		1.92%
<b>Retailing</b>		<b>2.63%</b>
Trent Ltd.		2.63%
<b>Foreign Equity</b>		<b>1.13%</b>
<b>Consumer Non Durables</b>		<b>1.13%</b>
Kellogg Co.		1.13%
<b>Short Term Debt and net current assets</b>		<b>4.98%</b>
<b>Total Net Assets</b>		<b>100.00%</b>
• Top Ten Holdings		

<b>Quantitative Indicators</b>	Average P/E : 46.93	Average P/BV : 14.48	Average Dividend Yield : 1.40
Annual Portfolio Turnover Ratio : Equity - 0.45 times, Others (Debt and Derivatives) - 0.00 times			
Combined Annual Portfolio Turnover Ratio : 0.45 times			
Std Dev (Annualised) : 12.42%	Sharpe Ratio : 0.80	Portfolio Beta : 0.78	R squared : 0.85
Benchmark Std Dev (Annualised) : 14.67%			

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 5.25%

\*\*In addition to the fund manager managing this fund, overseas investment is managed by Ms. Priyanka Khandelwal.

Industry classification is done as per Global Industry Classification Standard (GICS) by MSCI and Standard & Poor's for Foreign Equity.

@@ Total Expense Ratio is as on the last business day of the month.

### Disclaimer

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\*\* Daily, Weekly and Fortnightly frequencies are available in Systematic Investment Plan (SIP), in addition to existing Monthly & Quarterly frequencies with effect from February 1, 2019. Minimum number of installments for daily, weekly, fortnightly and monthly frequencies will be 6 and for Quarterly frequency will be 4.

\* Minimum number of installments for daily, weekly and monthly frequency will be 6 and for Quarterly frequency will be 4. w.e.f February 01, 2017. Refer page No. 146 for definition of Flex STP and Value STP.

66 Monthly, Quarterly, Half Yearly and Annual frequencies are available in Systematic Withdrawal Plan (SWP). The minimum number of instalments for all the frequencies will be 2.

\*\*\* 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.

## Fund Details

### Fund Managers\*\* :

Atul Patel  
(Managing this fund since Jan, 2018 & Overall 10 years of experience)

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

**Inception/Allotment date:** 31-Mar-99

**Monthly AAUM as on 30-Nov-19 :**  
Rs. 523.99 crores

**Closing AUM as on 30-Nov-19 :**  
Rs. 512.38 crores

**NAV (As on 29-Nov-19):**

IPFMCGF Growth Option : 251.13

IPFMCGF Dividend Option : 72.26

IPFMCGF Direct Plan Growth Option : 264.46

IPFMCGF Direct Plan Dividend Option : 112.19

### Options :

Growth & Dividend  
(dividend payout\*\*\* and re-investment facility available)

### 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 :** Not Applicable

### Exit load for Redemption / Switch

**out :- Lumpsum & SIP / STP / SWP Option**

If units purchased or switched in from another scheme of the Fund are redeemed or switched out within 15 days from the date of allotment - 1% of applicable NAV,

If units purchased or switched in from another scheme of the Fund are redeemed or switched out after 15 days from the date of allotment - NIL (w.e.f. 1st August 2018)

### SIP\*\* :

Daily, Weekly, Fortnightly & Monthly Frequency: Rs. 100/- and in multiple of Rs. 1/-  
Quarterly Frequency: Rs. 5,000/- and in multiple of Rs. 1/-

### SWP66 :

Rs. 500/- and in multiples of Rs. 1/-

### STP/ Flex STP/ Value STP\* :

Daily Frequency: Rs. 250/- and in multiples of Rs. 1/-  
Weekly, Monthly and Quarterly Frequency: Rs. 1,000/- and in multiples of Rs. 1/-

### Min.Redemption Amt. :

500/- or all units where amount is below 500/-

**Dividend History :** Refer page no. from 130 to 138

**SIP Returns :** Refer page no. from 126 to 128

**Total Expense Ratio @@ :**

IPFMCGF : 2.53% p. a.

IPFMCGF Direct Plan : 1.80% p. a.

**Investment Objective :** Refer page no. from 139 to 143