

Market Corrections – An opportune time to invest

“It is not entirely clear what causes deep market corrections, but without them many of the best performing long-term investors would have never achieved spectacular returns”

- Peter Lynch



Volatility provides investment opportunities

S&P BSE Sensex



Returns post Events

Year	1Y Returns
2008 to 2009	101%
2011 to 2012	28%
2013 to 2014	43%
Feb-16 to Nov-16*	16%
2018 to 2019	13%
2020 to 2021	?

Source: MFI. Data as of March 31 2020. Past performance may or may not sustain in future. * All returns mentioned are 1Y returns except for Feb-16 to Nov-16. For 2008 to 2009, Period considered is 20-Nov-08 to 20-Nov-09, For 2011 to 2012, Period considered is 20-Dec-11 to 20-Dec-12, For 2013 to 2014, Period considered is 31-Aug-13 to 31-Aug-14. For 2018 to 2019, Period considered is 30-Nov-18 to 31-Dec-19. Returns are in absolute terms except for the period 2018 to 2019 which are CAGR returns

The information contained herein is solely for private circulation for reading/understanding of registered Advisors/Distributors of ICICI Prudential Asset Management Company & should not be circulated to investors/prospective investors.



In-house valuation model

The model started from March 2010 onwards

Aim to benefit from Volatility through ICICI Prudential Balanced Advantage Fund

The in house equity valuation model started from 1-Mar-10. Scheme Inception Date is 30-Dec-2006. BAF – ICICI Prudential Balanced Advantage Fund



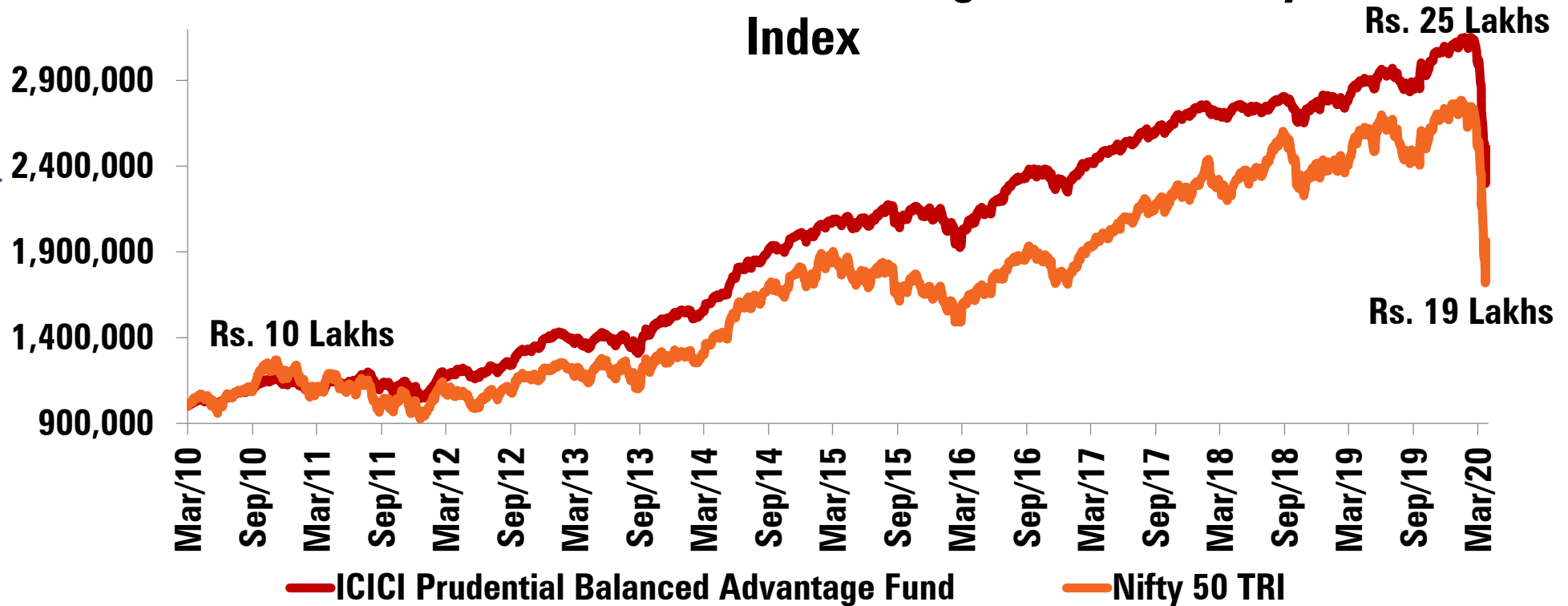
ICICI Prudential Balanced Advantage Fund



ICICI Prudential Balanced Advantage Fund since March 2010, has delivered **9.5%** returns Vs. **6.8%** of Nifty 50 Index.
The scheme has managed to do so with average equity allocations close to **55%**



ICICI Prudential Balanced Advantage Fund Vs. Nifty 50 Index



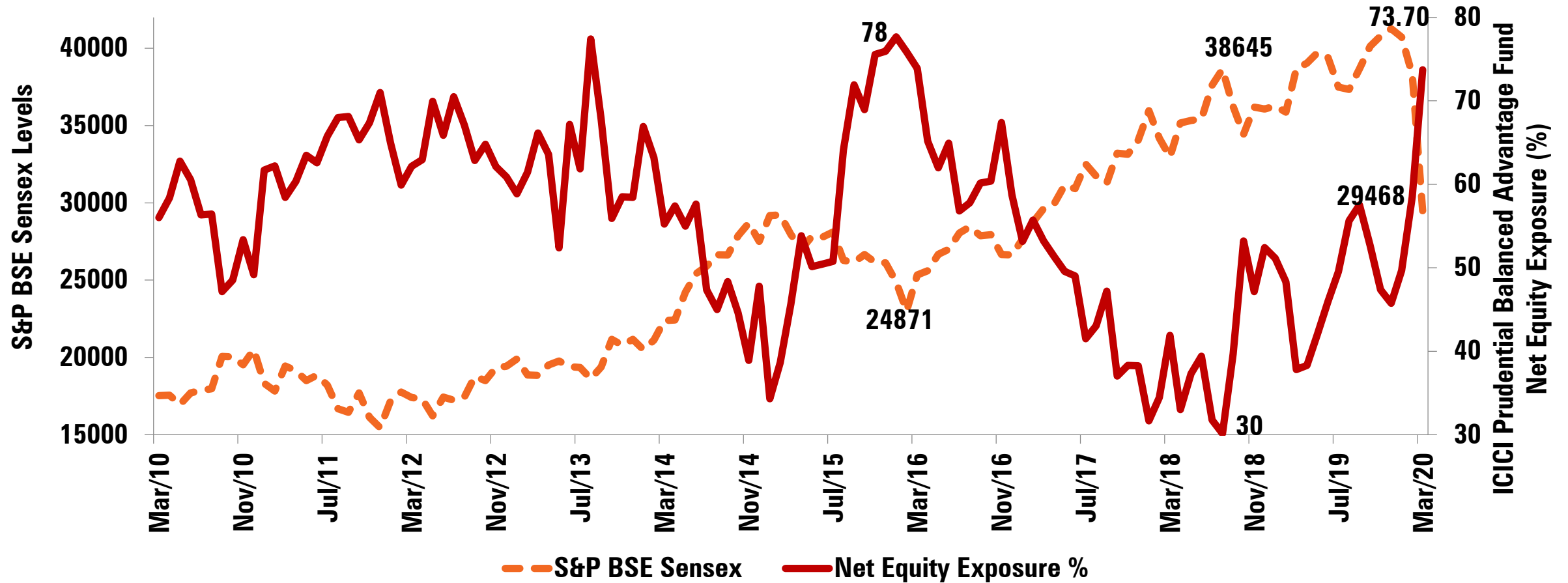
BAF – ICICI Prudential Balanced Advantage Fund. Data as of March 31, 2020. The in house equity valuation model started from 1-Mar-10. Scheme Inception Date is 30-Dec-2006. Returns are in CAGR terms. Benchmark returns i.e. CRISIL Hybrid 50+50 - Moderate Index returns for the same period was 8.2% CAGR. Past performance may or may not sustain in future. The asset allocation and investment strategy will be as per the Scheme Information Document.

The information contained herein is solely for private circulation for reading/understanding of registered Advisors/Distributors of ICICI Prudential Asset Management Company & should not be circulated to investors/prospective investors.



Journey of ICICI Prudential Balanced Advantage Fund Equity Allocation

S&P BSE Sensex Levels vis-a-vis ICICI Prudential BAF Net Equity Exposure (%)



Source: BSE India & MFI, Data as of March 31, 2020. The in-house valuation model starts from March 2010 onwards. ICICI Prudential BAF stands for ICICI Prudential Balanced Advantage Fund. The asset allocation and investment strategy will be as per Scheme Information Document. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>

The information contained herein is solely for private circulation for reading/understanding of registered Advisors/Distributors of ICICI Prudential Asset Management Company & should not be circulated to investors/prospective investors.



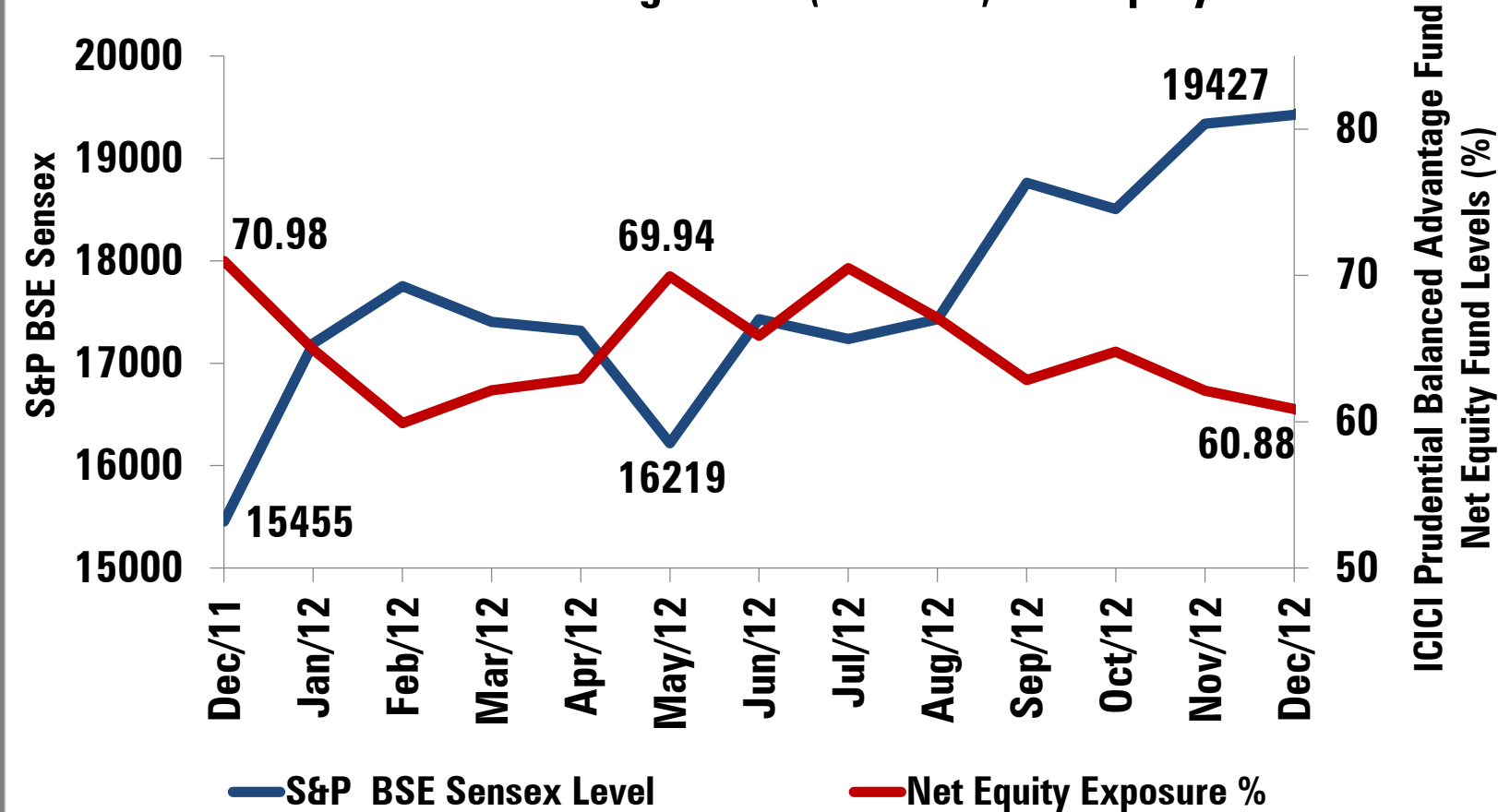
The in-house valuation model started from March 2010 onwards

A glimpse of the journey of ICICI Prudential Balanced Advantage Fund across Market Cycles



2011 – Eurozone Crisis

S&P BSE Sensex Levels (Index) Vs. ICICI Prudential Balanced Advantage Fund (Scheme) Net Equity Levels



Returns: 2011 to 2012

Returns	
Scheme	35%
Index	28%

Active Management – Scheme Equity Allocation Vs. Market Valuations

Year	Scheme	Index Value
2011	71%	15,455
2012	61%	19,427

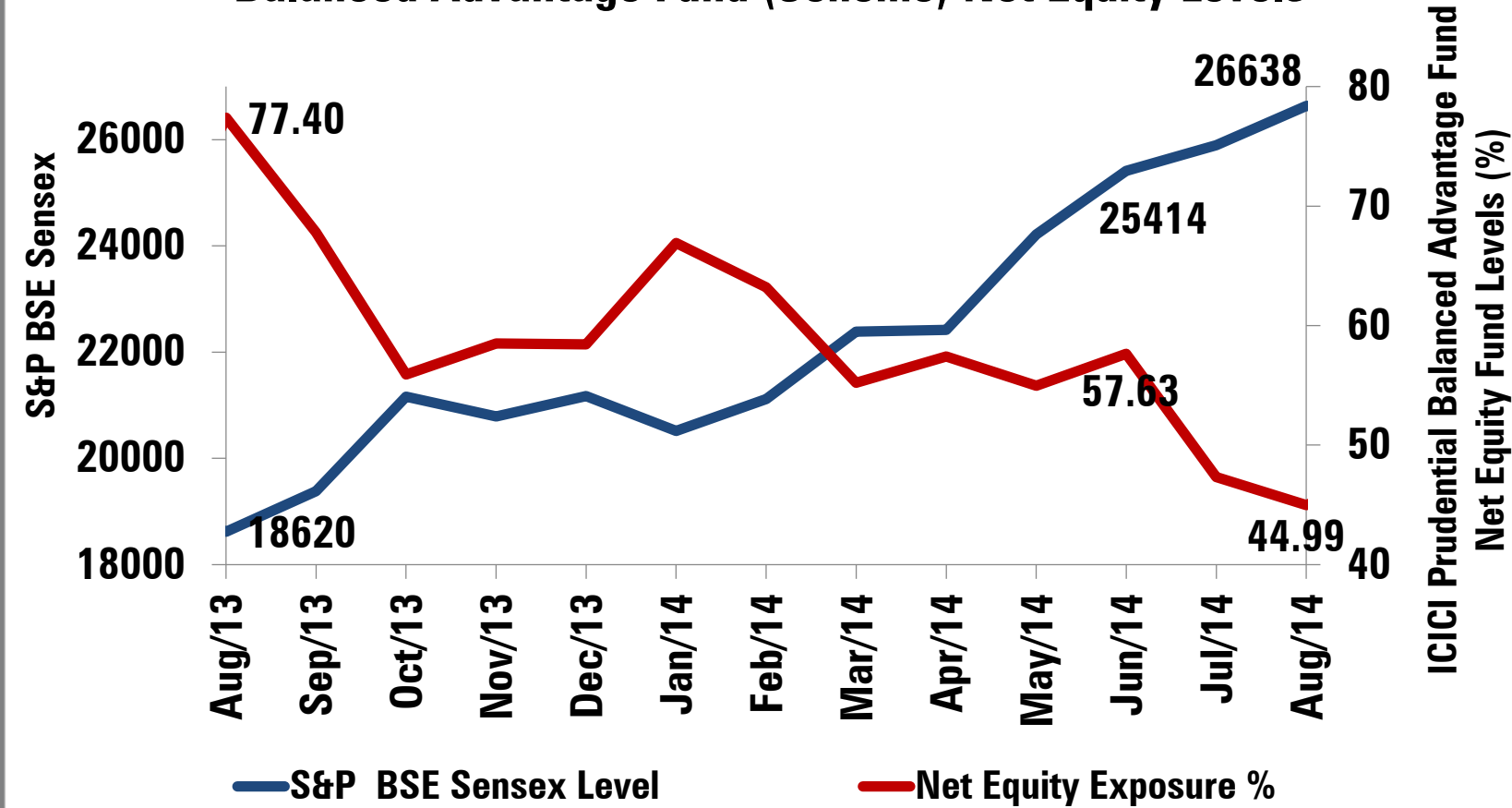
Source: MFI. Period considered is 20-Dec-11 to 20-Dec-12. Benchmark returns i.e. CRISIL Hybrid 50+50 - Moderate Index returns for the same period was 22% in absolute terms. Returns mentioned are absolute returns. Past performance may or may not sustain in future. The asset allocation and investment strategy will be as per Scheme Information Document. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>.

The information contained herein is solely for private circulation for reading/understanding of registered Advisors/Distributors of ICICI Prudential Asset Management Company & should not be circulated to investors/prospective investors.



2013 – US Fed Taper Tantrums

S&P BSE Sensex Levels (Index) Vs. ICICI Prudential Balanced Advantage Fund (Scheme) Net Equity Levels



Returns: 2013 to 2014

Returns	
Scheme	41%
Index	43%

Active Management – Scheme Equity Allocation Vs. Market Valuations

Year	Scheme	Index Value
2013	77%	18,620
2014	45%	26,638

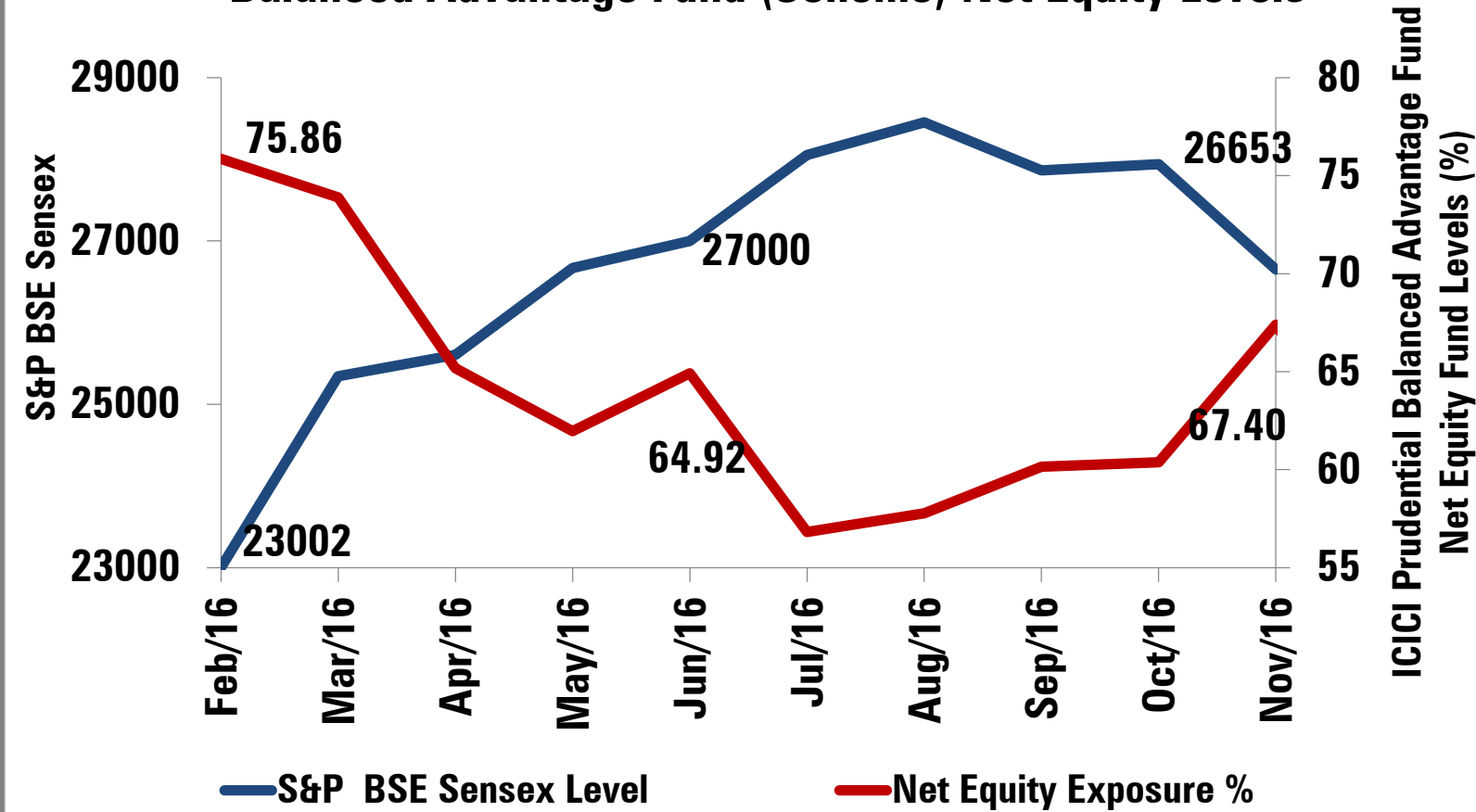
Source: MFI. Period considered is 31-Aug-13 to 31-Aug-14. Benchmark returns i.e. CRISIL Hybrid 50+50 - Moderate Index returns for the same period was 30% in absolute terms. Returns mentioned are absolute returns. Past performance may or may not sustain in future. The asset allocation and investment strategy will be as per Scheme Information Document. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>.

The information contained herein is solely for private circulation for reading/understanding of registered Advisors/Distributors of ICICI Prudential Asset Management Company & should not be circulated to investors/prospective investors.



2016 – Aftermath of Yuan devaluation

**S&P BSE Sensex Levels (Index) Vs. ICICI Prudential
Balanced Advantage Fund (Scheme) Net Equity Levels**



Returns: Feb-16 to Nov-16

Returns	
Scheme	20%
Index	16%

Active Management – Scheme Equity Allocation Vs. Market Valuations

Year	Scheme	Index Value
Feb-16	76%	23,002
Nov-16	67%	26,653

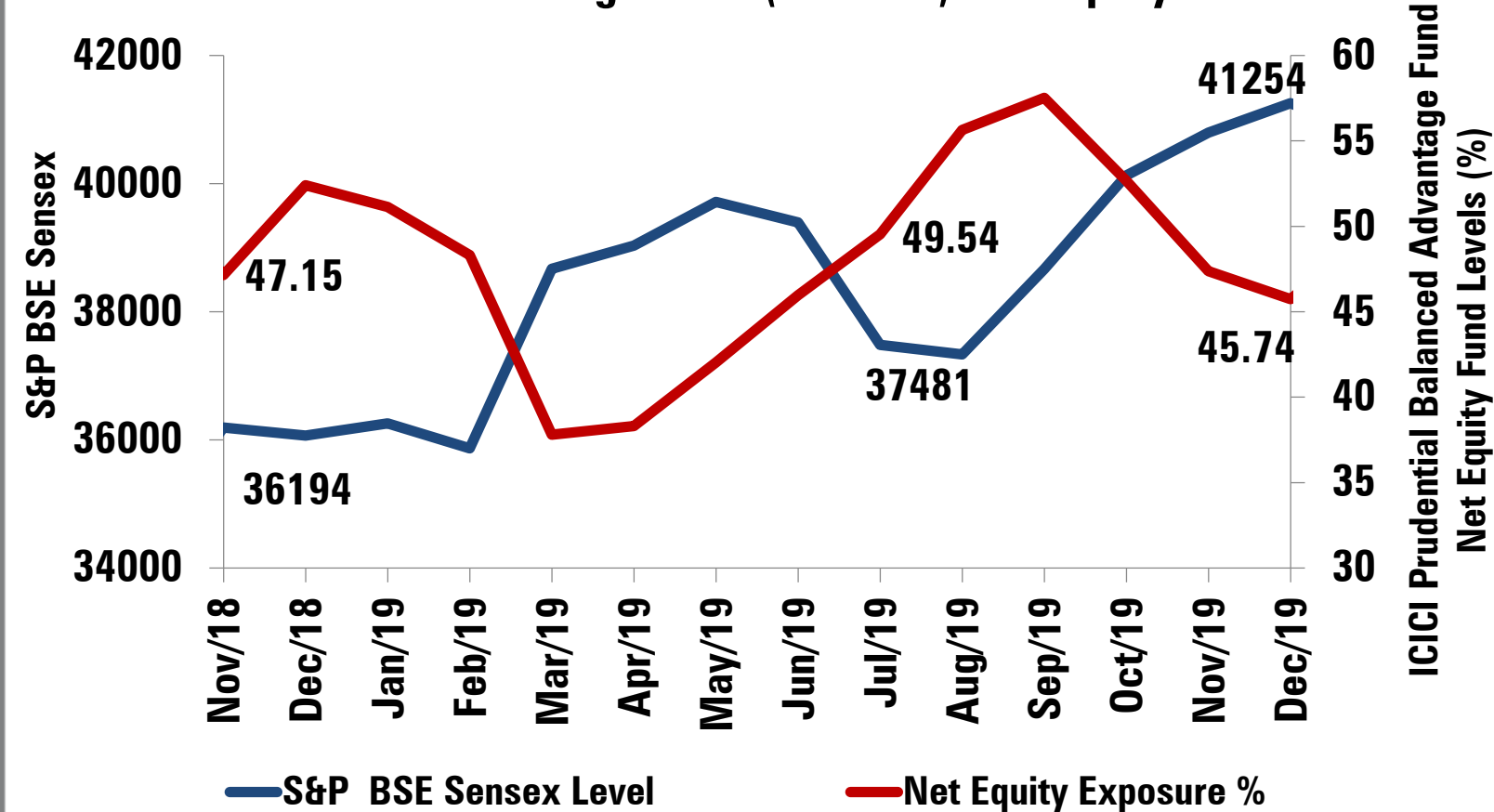
Source: MFI. Period considered is 29-Feb-16 to 30-Nov-16. Benchmark returns i.e. CRISIL Hybrid 50+50 - Moderate Index returns for the same period was 18% in absolute terms. Returns mentioned are absolute returns. Past performance may or may not sustain in future. The asset allocation and investment strategy will be as per Scheme Information Document. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>.

The information contained herein is solely for private circulation for reading/understanding of registered Advisors/Distributors of ICICI Prudential Asset Management Company & should not be circulated to investors/prospective investors.



2018 – NBFC Crisis

S&P BSE Sensex Levels (Index) Vs. ICICI Prudential Balanced Advantage Fund (Scheme) Net Equity Levels



Returns: Nov-18 to Dec-19

Returns	
Scheme	11%
Index	13%

Active Management – Scheme Equity Allocation Vs. Market Valuations

Year	Scheme	Index Value
Nov-18	47%	36,194
Dec-19	45%	41,254

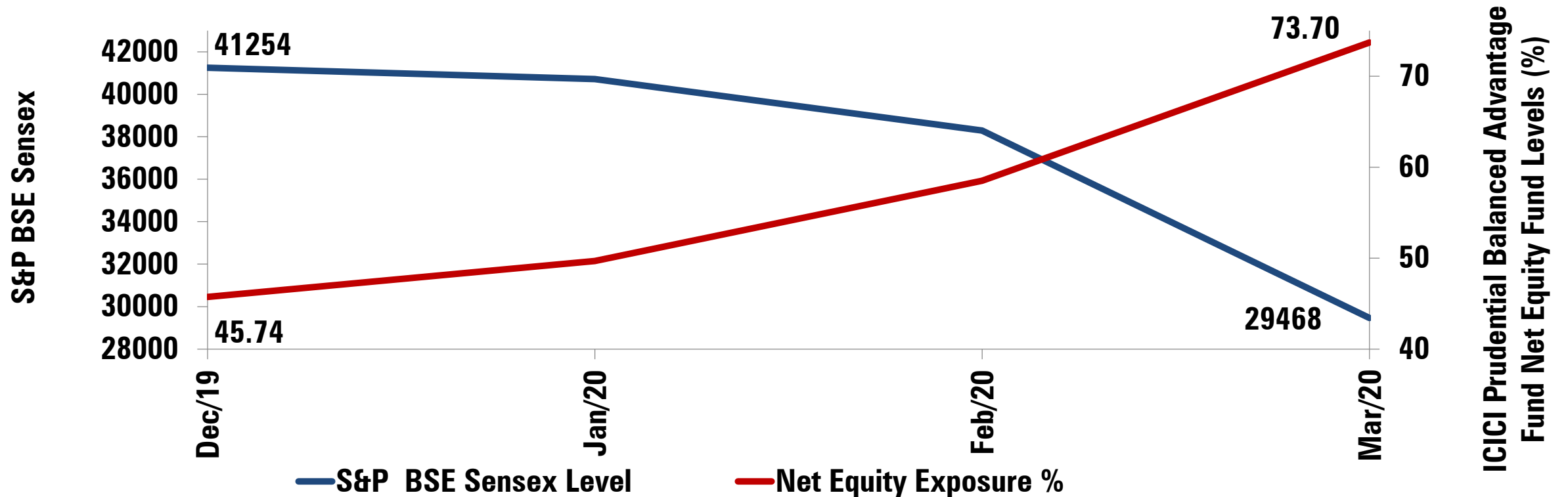
Source: MFI. Period considered is 30-Nov-18 to 31-Dec-19. Benchmark returns i.e. CRISIL Hybrid 50+50 - Moderate Index returns for the same period was 11% in absolute terms. Returns mentioned are CAGR returns. Past performance may or may not sustain in future. The asset allocation and investment strategy will be as per Scheme Information Document. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>.



2020 – COVID 19

With the recent COVID-19 scare and subsequent market corrections, the equity allocation of the scheme has increased from 46% in Dec-19 to 74% in Mar-20

S&P BSE Sensex Levels (Index) Vs. ICICI Prudential Balanced Advantage Fund (Scheme) Net Equity Levels



Source: MFI. Data as of Mar 31, 2020. Past performance may or may not sustain in future, The asset allocation and investment strategy will be as per Scheme Information Document. MFI Explorer is a tool provided by ICRA Online Ltd. For their standard disclaimer please visit <http://www.icraonline.com/legal/standard-disclaimer.html>.

The information contained herein is solely for private circulation for reading/understanding of registered Advisors/Distributors of ICICI Prudential Asset Management Company & should not be circulated to investors/prospective investors.



Riskometer & Disclaimer

ICICI Prudential Balanced Advantage Fund (an open ended Dynamic Asset Allocation Fund) 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 them



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. Past Performance may or may not be sustained in future.

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 Budget speech and information developed in-house. The stock(s)/sector(s) mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in this stock(s). 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 be 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 or investment advice. The recipient alone shall be fully responsible/are liable for any decision taken on this material. 'The information contained herein is only for the purpose of information and not for distribution and do not constitute an offer to buy or sell or solicitation of any offer to buy or sell any securities or financial instruments in the United States of America ("US") and/or Canada or for the benefit of US persons (being persons falling within the definition of the term "US Person" under the US Securities Act, 1933, as amended) or persons residing in Canada.'