

An opportunity to grow with
BIG companies



*Reliance Axis Bank Ltd.
Industries Ltd. Maruti Suzuki
HDFC Bank Ltd. India Ltd.
Larsen & ITC LTD.
Toubro Ltd. Infosys Ltd.*

ICICI
PRUDENTIAL
MUTUAL FUND

TARAKKI KAREIN!

ICICI Prudential

**Bluechip
Fund**

Some of the portfolio holdings as on May 31, 2023. To view the current portfolio, please refer the latest factsheet. 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.

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

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

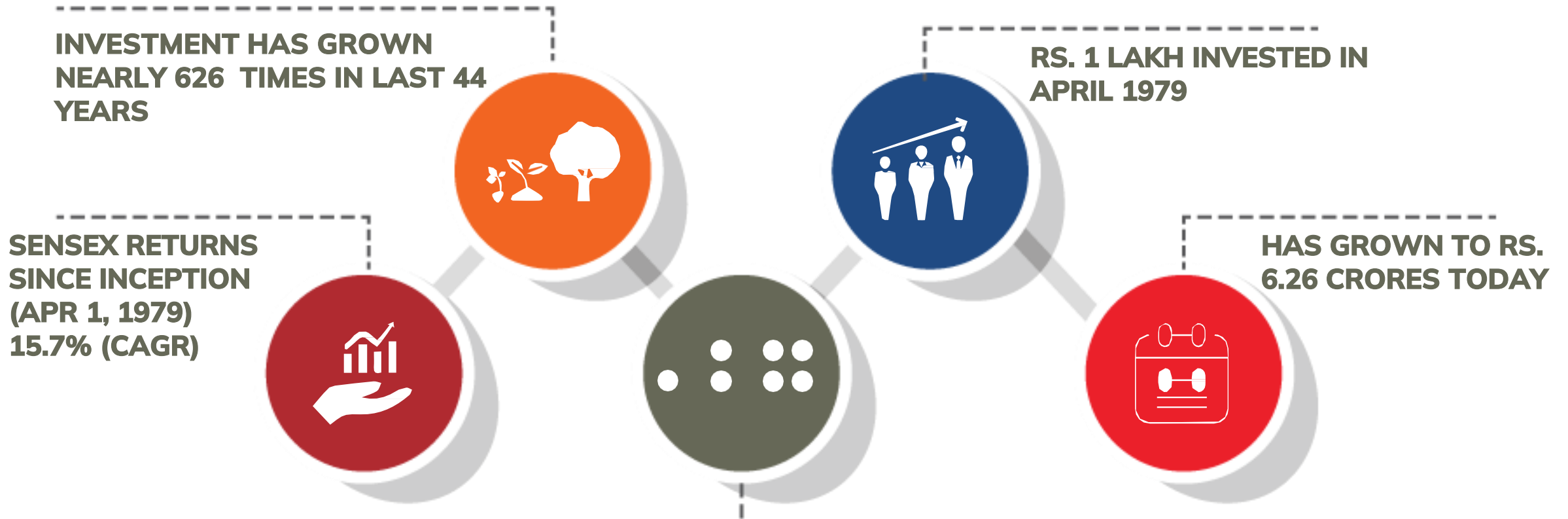
By investing in equity markets over long-term, you could grow your wealth through risk adjusted returns.



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 need to pay an exit load.

Growth in Equities



Source: MFI ; S&P BSE Sensex returns in terms of compounded annual growth rate (CAGR); Data as of May 31, 2023

Equity Valuations Perspective



	October 2008	May 2023
Trailing P/E Nifty 50	12.57	21.6
Trailing P/B Nifty 50	2.42	4.3
Market Cap to GDP Ratio	54%	99%
Past Returns of Nifty 50 (CAGR)		
Last 1 Year Return	-51.1%	11.8%
Last 2 Year Return	-12.2%	9.1%
Last 3 Year Return	6.8%	24.6%
Nifty 50 Past Earnings Per Share (EPS) YoY Growth (CAGR)		
Last 1 Year (YoY)	9.7%	6.6%
Last 2 Year (YoY)	18.5%	24.0%
Last 3 Year (YoY)	18.8%	23.1%

Macro Indicators	October 2008	May 2023
Capacity Utilization	75.9%	74.3% (Q3 FY23)
Credit Growth (YOY as on 31, May 2023)	28.5%	15.5%
RoE Nifty 50	20.6%	10.6%
Net FPI Flows (12 Months Trailing in Rs. Crs)	-52,410	74,974
IIP (twelve months trailing)	3.9%	1.1% (Mar 2023)
GDP Growth	5.8%	6.1% (Q4 FY23)
10-Year Government Bond Yield		
India	7.5%	7.0%
USA	4.0%	3.6%

Market valuations are in neutral zone.

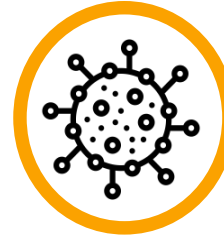
Business Cycle continued its positive momentum Constructive on equities with a long term view.

All data is as of May 31, 2023 unless stated otherwise. Source: NSE, BSE India, NSDL, Reserve Bank of India, Edelweiss research, Kotak Securities, Axis Direct; P/E: Price to Earnings Ratio; P/B: Price to Book Ratio; CAGR: Compound Annualised Growth Rate; YoY: Year on Year; RoE: Return on Equity; FII: Foreign Institutional Investors; IIP: Index of Industrial Production; GDP: Gross Domestic Product. Past performance may or may not be sustained in future.

Our Outlook on Equities and Largecaps



Global growth-inflation dynamics and geo-political developments may contribute to near term volatility.



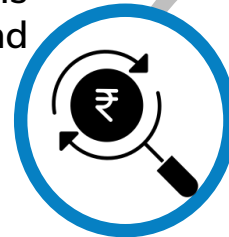
Other potential triggers include volatile currency thereby leading to external sector risks.



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?



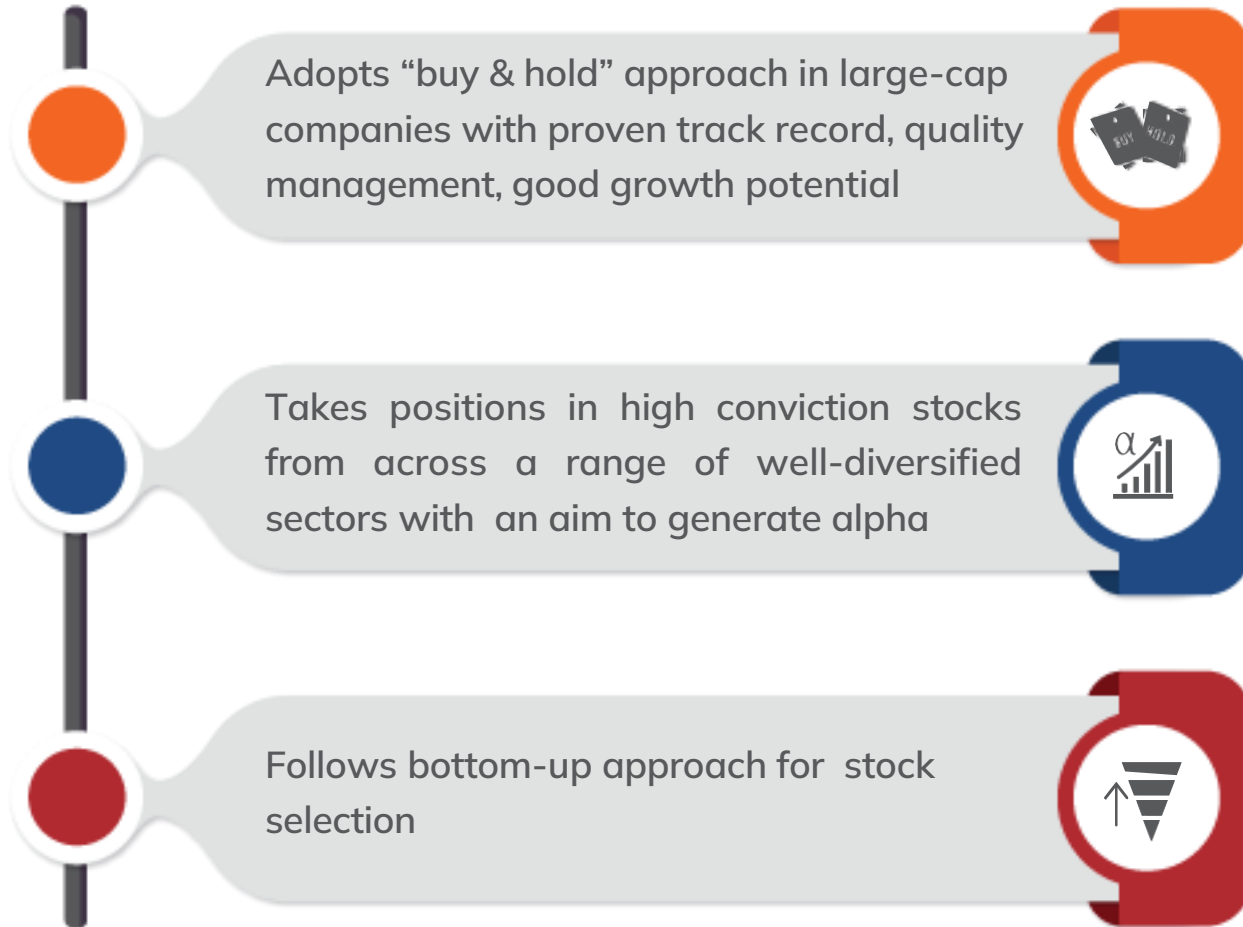
Largecaps can be a part of your core portfolio

They are relatively less volatile as compared to mid- and small-caps

Largecap companies have good proven track record with strong fundamentals

They aim to deliver consistent long-term returns

About ICICI Prudential Bluechip Fund



Investment Style

	Value	Blend	Growth	
	Light Blue	Light Blue	Dark Blue	Large
	Dark Blue	Dark Blue	Dark Blue	Mid
	Light Blue	Light Blue	Light Blue	Small
Size				

Alpha is defined as the difference between the scheme performance and index performance for the respective period. Past performance may or may not be sustained in the future. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information document of the Scheme.

Aim to invest and grow with big Companies



Top 5 Company's	% to NAV	About the company
ICICI Bank Ltd.	9.2%	ICICI Bank Limited is an Indian multinational banking and financial services company. The Bank is engaged in providing a range of banking and financial services, including commercial banking, retail banking, project and corporate finance, working capital finance, insurance, venture capital and private equity, investment banking, broking and treasury products and services.
Reliance Industries Ltd.	8.1%	Reliance Industries Limited is an Indian multinational conglomerate and owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications
Larsen & Toubro Ltd.	6.2%	A leading Indian multinational conglomerate with presence across different areas – engineering, construction, technology, financial services, information technology and manufacturing
HDFC Bank Ltd.	6.0%	India's leading private sector bank. Provides a huge range of Banking services to corporate and retail customers.
Infosys Ltd.	5.8%	An Indian IT giant, with global presence and strong balance sheet

Source ; MFI, 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/sectors. Data as of May 31, 2023.

Portfolio Statistics



Closing AUM		Rs 37,016 Crore	
Average Dividend Yield	1.3	No. of stocks	69
Average P/E ratio	30.6	Top 10 Stock Holdings	52.6%
Average P/BV ratio	4.9	Top 10 Sectors	73.2%

The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. Data as of May 31, 2023. AUM – Assets Under Management , P/E – Price to earnings Ratio, P/B Price to Book value.



Overweight Sectors



- Industrial Products & Capital Goods
- Auto
- Cement
- Telecom
- Real Estate

Underweight Sectors



- Power
- Software
- Metals & Mining
- Banks & Finance
- Consumer Non Durables

Stocks Added:

- Hindustan Unilever Ltd.

Stocks Exited:

- Nippon Life India Asset Management Ltd.

Overweight/Underweight sectors are sectors that are over/underweight with respect to the benchmark i.e. Nifty 100 TRI. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information Document of the Scheme. The sector(s)/stock(s) mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in these sector(s)/stock(s). Data as of May 31, 2023.

Select Rationale – Overweight Sectors



Auto

Pipeline of new model launches and introduction of electronic vehicles can be beneficial for the sector in long run. Strong demand is seen across PV segment. Pick up in vehicle loan suggests strengthening of underlying demand. With semi conductor situations improving and robust underlying demand, strong earnings growth can be expected



Industrial Products & Capital Goods

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



Telecom

Savings in SUC cost, high capex allocation by companies for extensive 5G roll out, consolidating nature of the Industry and increasing government focus on the sector etc are the factors driving sector growth



Overweight/Underweight sectors are sectors that are over/underweight with respect to the benchmark i.e. Nifty 100 TRI. Data as of May 31, 2023; PLI – Production-Linked Incentive. 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). **Past performance may or may not be sustained in the future.** The portfolio of the scheme is subject to changes within the provisions of the Scheme Information document of the Scheme. SUC – Spectrum Usage Charges, PV – Personal Vehicle.

Top 10 Companies and Sectors



Company Name	% to NAV
ICICI Bank Ltd.	9.2%
Reliance Industries Ltd.	8.1%
Larsen & Toubro Ltd.	6.2%
HDFC Ltd.	6.0%
Infosys Ltd.	5.8%
Axis Bank Ltd.	5.0%
Maruti Suzuki India Ltd.	3.5%
Bharti Airtel Ltd.	3.5%
Ultratech Cement Ltd.	3.2%
ITC Ltd.	2.6%

Sector Name	% to NAV
Banks	17.5%
IT - Software	10.2%
Petroleum Products	9.5%
Automobiles	7.7%
Finance	6.7%
Construction	6.2%
Insurance	4.1%
Cement & Cement Products	4.0%
Pharmaceuticals & Biotechnology	3.8%
Telecom - Services	3.5%

Data as on May 31, 2023. The portfolio of the scheme is subject to changes within the provisions of the Scheme Information document of the scheme. Please refer to the SID for investment pattern, strategy and risk factors. The asset allocation and investment strategy will be as per Scheme Information Document. The sector(s)/stock(s) mentioned in this document do not constitute any recommendation of the same and ICICI Prudential Mutual Fund may or may not have any future positions in the sector(s)/stock(s). FMCG – Fast-moving consumer goods, IT – Information Technology.

SIP Performance



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

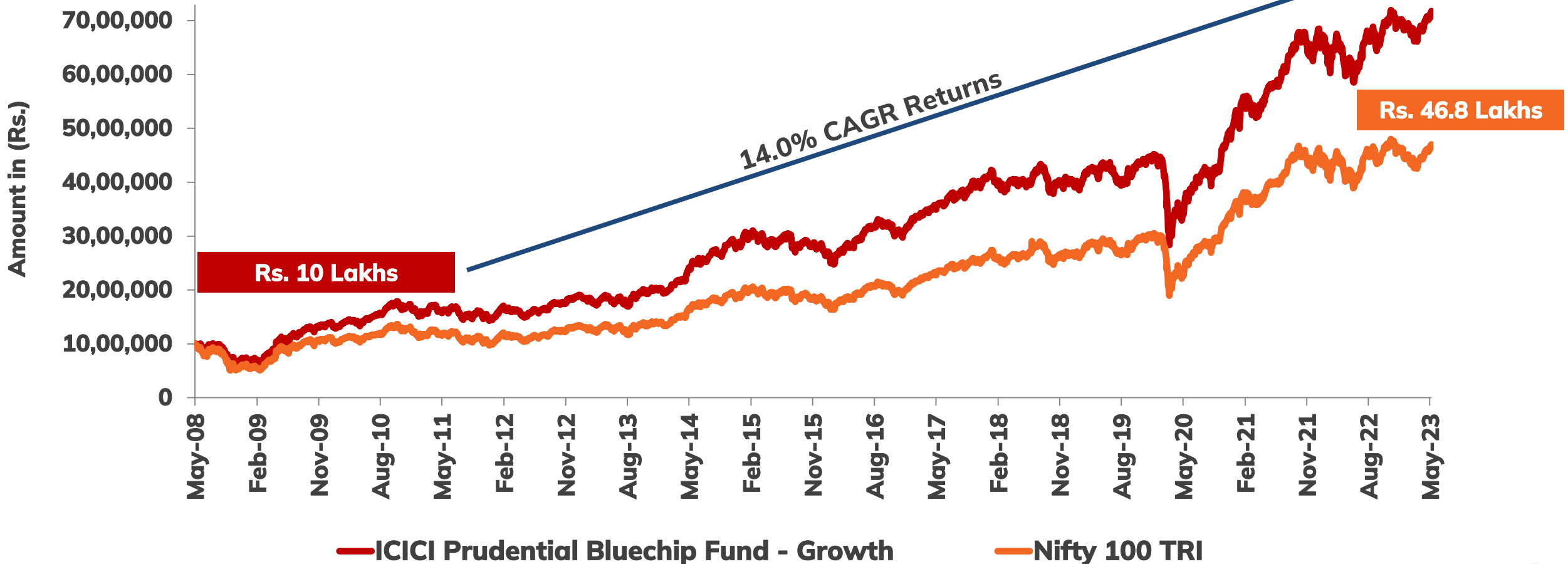
Time Period	Total Amount Invested (Rs. Lakhs)	ICICI Prudential Bluechip Fund – Growth		Nifty 100 TRI*
		Present Value (Rs. lakh)	Returns	Returns
1 Years	1.2	1.3	12.7%	10.6%
3 Years	3.6	4.5	15.4%	12.9%
5 Years	6.0	8.8	15.2%	14.1%
7 Years	8.4	13.7	13.7%	13.3%
10 Years	12.0	24.2	13.5%	13.0%
Since Inception (May 23, 2008)	18.1	58.1	14.2%	12.9%

Source: MFI; 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 May 31, 2023. **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

Wealth Creation Journey



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



Data Source: MFI; Data as of May 31, 2023. 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. CAGR Returns of the benchmark is 10.8%.

Wealth Creation Journey



Performance Across Time Periods#

	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
ICICI Prudential Bluechip Fund	6.9	28.9	13.5	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*	4.9	26.0	16.0	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	2.0	2.9	-2.6	-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	13.4	25.7	12.1	13.6	14.4
Nifty 100 TRI*	11.1	25.0	12.1	13.6	13.4
Out/Under Performance	2.3	0.7	0.0	0.0	1.0

Data Source: Value Research ; Data as of May 31, 2023. Returns in CAGR % terms. Alpha is defined as the difference between the scheme performance and index performance for the respective period **Past performance may or may not be sustained in future.**

*#Data as of calendar years returns are in absolute terms.

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	13.44	11343.59	25.75	19908.13	12.12	17722.43	13.98	71510.00
Nifty 100 TRI (Benchmark)	11.07	11106.73	24.96	19538.31	12.06	17675.17	10.82	46855.56
Nifty 50 TRI (Additional Benchmark)	12.94	11293.65	26.02	20037.43	12.89	18343.70	10.51	44905.41
NAV (Rs.) Per Unit (as on May 31, 2023: 71.51)	63.04		35.92		40.35		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 5(4 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. [Click here](#) for complete factsheet. Refer page numbers 109 to 113 for details of other schemes managed by fund manager.
3. *Date of inception: 23-May-08. #Data as of May 31, 2023. 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.

Product 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 & IDCW*
Minimum Application Amount	Rs. 100 (plus in multiples of Re. 1)
Minimum Additional Application Amount	Rs. 100 (plus in multiples of Re. 1)
Exit Load	Redemption upto 1 year of allotment: 1% of applicable NAV; Redemption after 1 year: Nil
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 09 years of experience)
Benchmark	Nifty 100 TRI
SIP / STP / SWP	Available

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

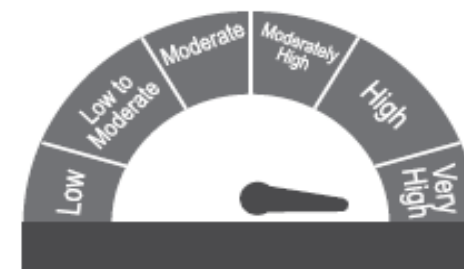
Riskometer



ICICI Prudential Bluechip Fund is suitable for investors who are seeking*
(An open ended equity scheme predominantly investing in large cap stocks)

- 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.



Investors understand that their principal will be at **Very High** risk

Benchmark Riskometer

Nifty 100 TRI



Benchmark riskometer is at **Very High** risk.

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 May 31, 2023 Please refer to <https://www.icicipruamc.com/news-and-updates/all-news> for more details.

Disclaimer



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 as on May 31, 2023 unless otherwise mentioned. 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, except as mentioned specifically.

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