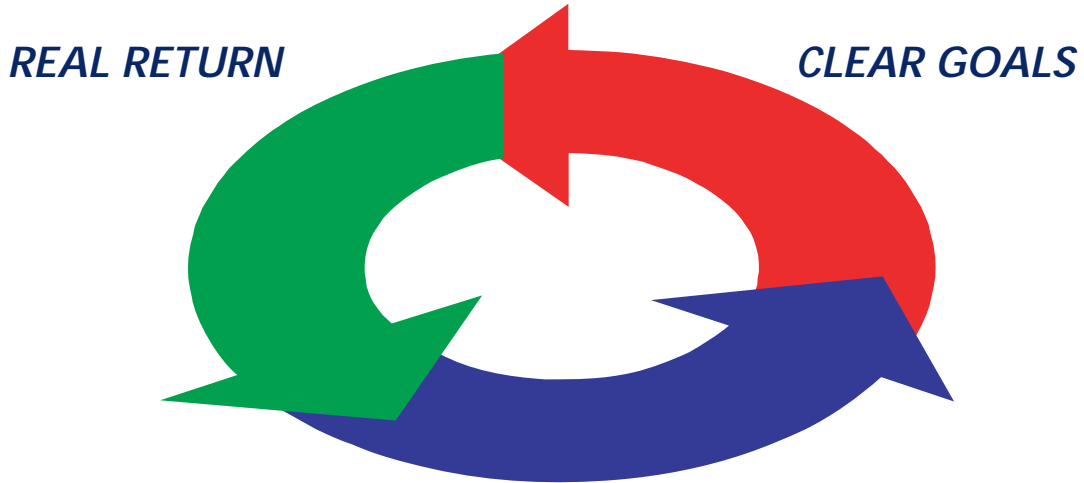
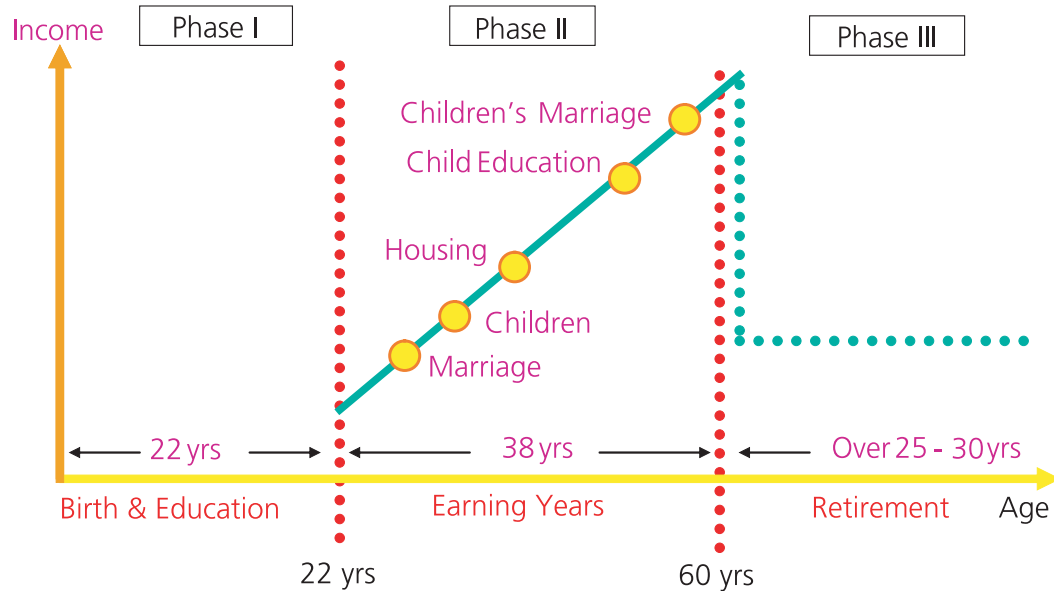

Wealth Creation Through Systematic Investment Plans



A Common Sense Approach to Long-term Financial Goals



Financial Planning for the future.....



Cost of Living

Items	1987 (Rs.)	1997 (Rs.)	
Colgate toothpaste (100 gm tube)	8.05	18.90	(8.91 %)
Hamam Soap	3.05	7.85	(9.92 %)
Masala Dosa	3.50	14.00	(14.87 %)
Petrol (per litre)	7.99	25.48	(12.30 %)
L P G Cylinder	56.15	137.85	(9.40 %)
Zodiac men's shirt	225.00	510.00	(8.53 %)

Source : Readers Digest – Nov 1997



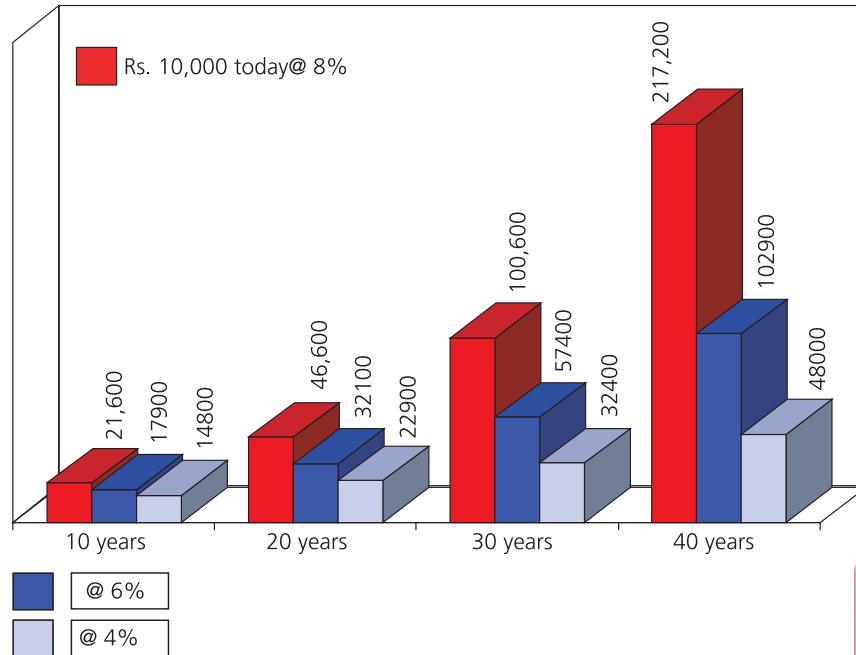
Cost of Living

Items	1997 (Rs.)	2017 (Rs.)
Colgate toothpaste (100 gm tube)	18.90	104.00
Hamam Soap	7.85	52.0
Masala Dosa	14.00	224.00
Petrol (per litre)	25.48	259.12
L P G Cylinder	137.85	830.85
Zodiac men's shirt	510.00	2620.27

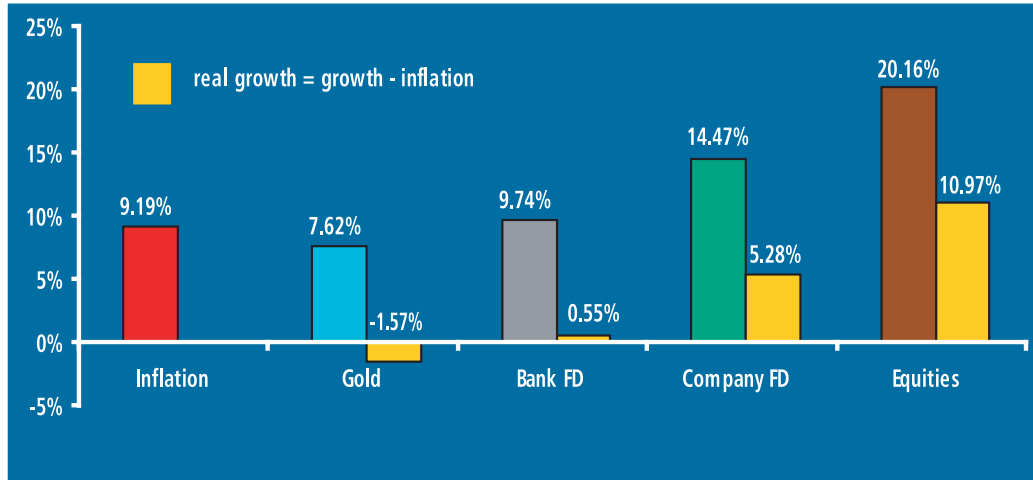
Assuming inflation to grow at the same rate during 1987-97 as per the earlier slide.



Inflation Robs your Purchasing Power (Assuming inflation @ 8%,6% & 4% p.a.)



Why equities are the best bet for long term? (CAGR during 1980-98)



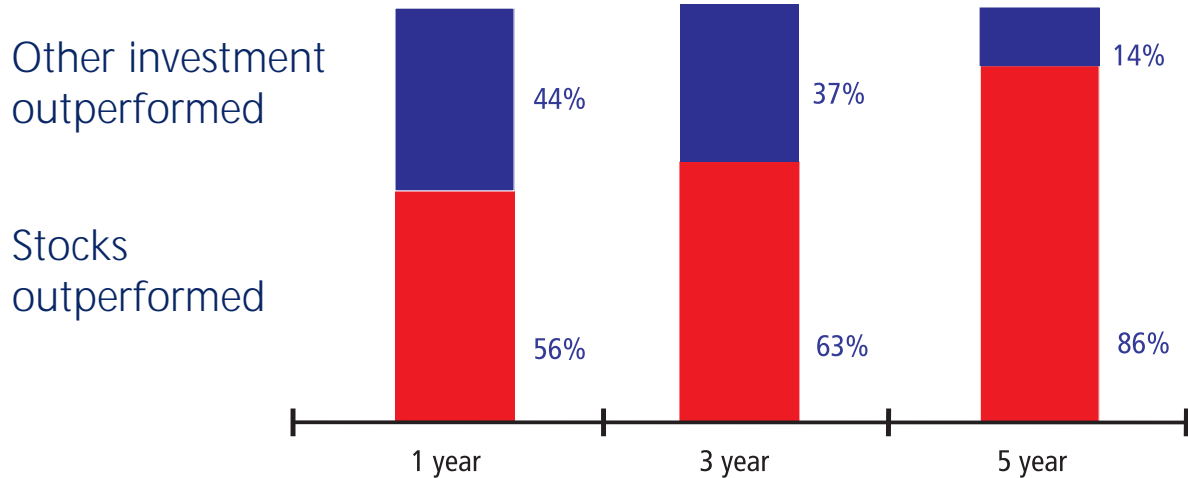
Source : RBI Report (1997-98)

BSE Sensitive Index of Equity Prices - BSE



Outperformance of Equity

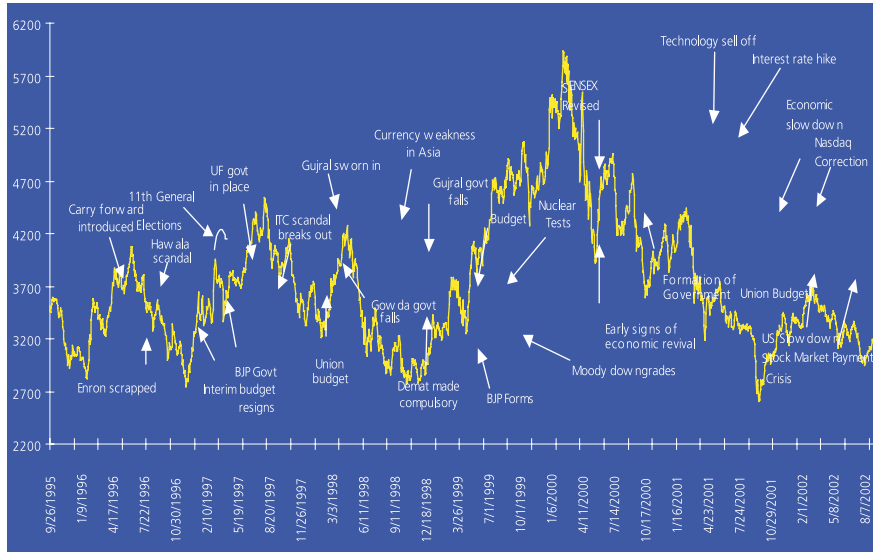
Equities are The Best Long Term Bet: % of Studied Period in Which



Source : RBI Report on Currency and Finance (1997-98)
BSE Sensitive Index of Equity Prices – BSE Period of Study : 1980-98



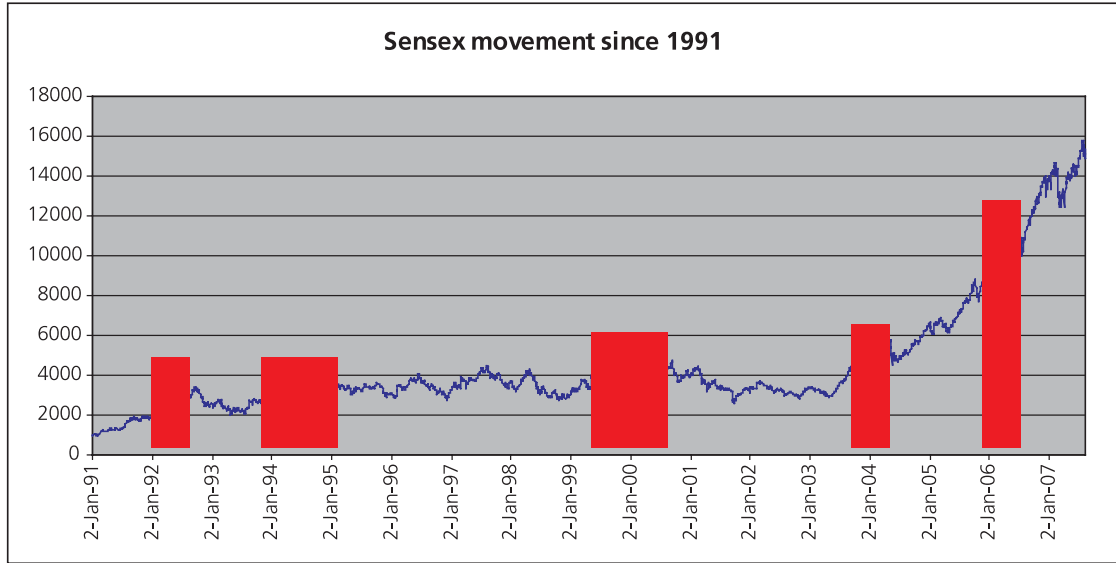
Movement of Sensex from 1995 to 2002



Source : BSE



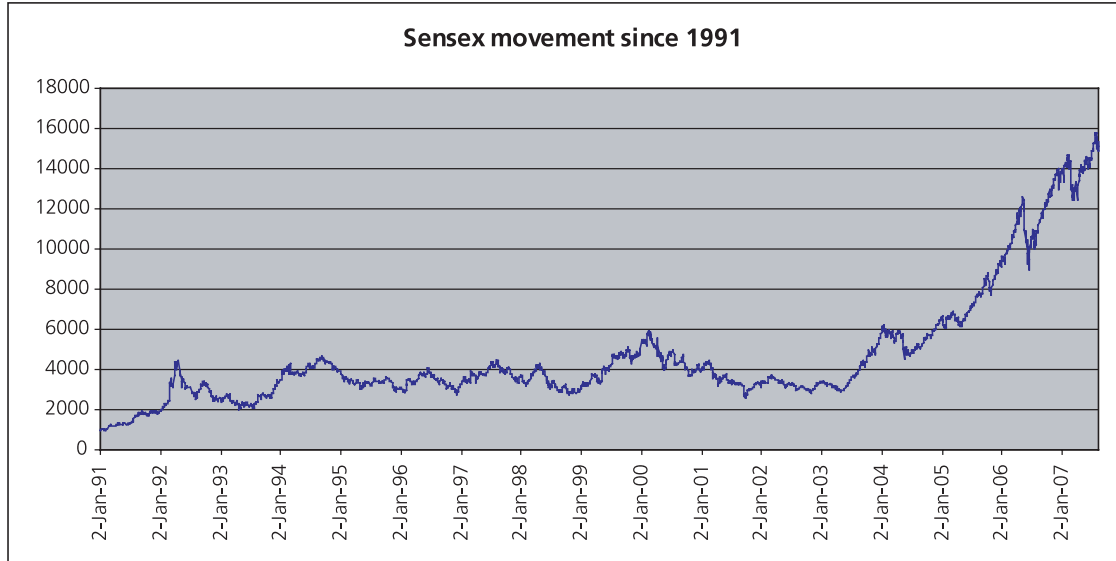
Movement of BSE Sensex from Jan 1991 to Aug 2007



Source : BSE



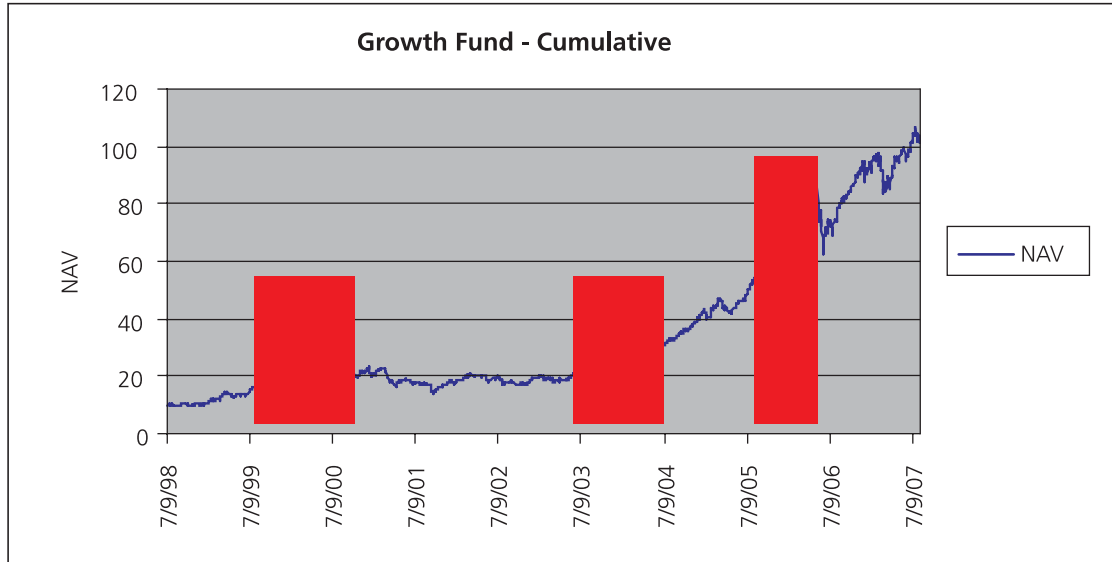
Movement of BSE Sensex from Jan 1991 to Aug 10 2007



Source : BSE
Sensex is up approx 150 times in nearly 27 years



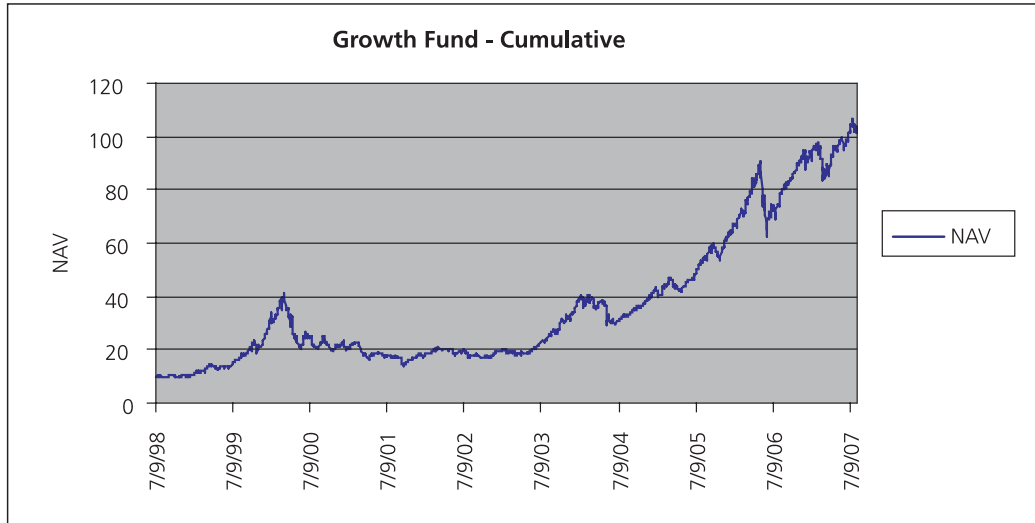
Mutual Fund = Loss?



Past performance may or may not be sustained in Future
Source : www.amfiindia.com



Mutual Fund = Loss?

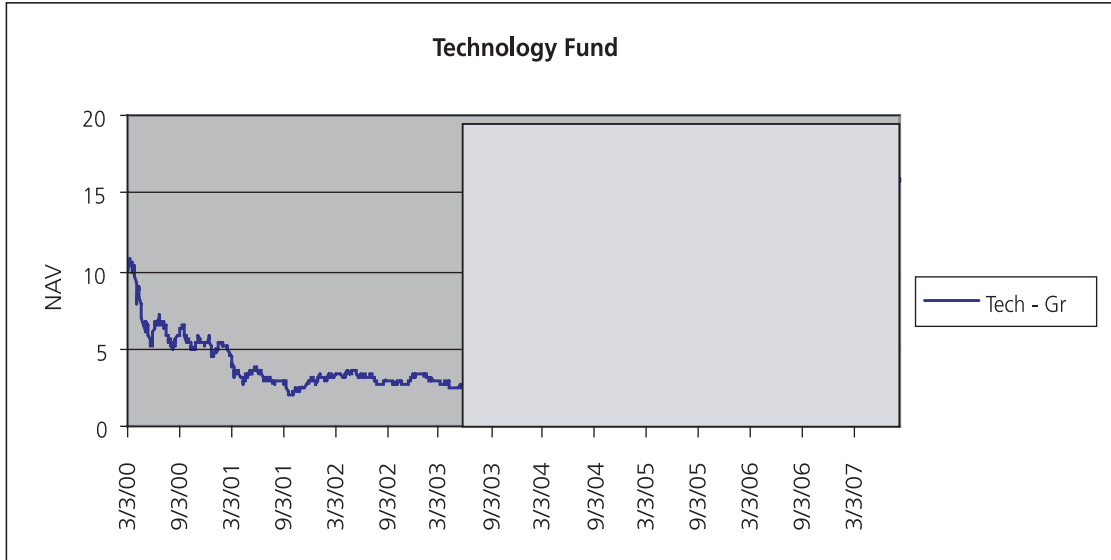


NAV is up more than 10 times from July 1998 – Aug 2007

Past performance may or may not be sustained in Future
Source : www.amfiindia.com



Mutual Fund = Loss?

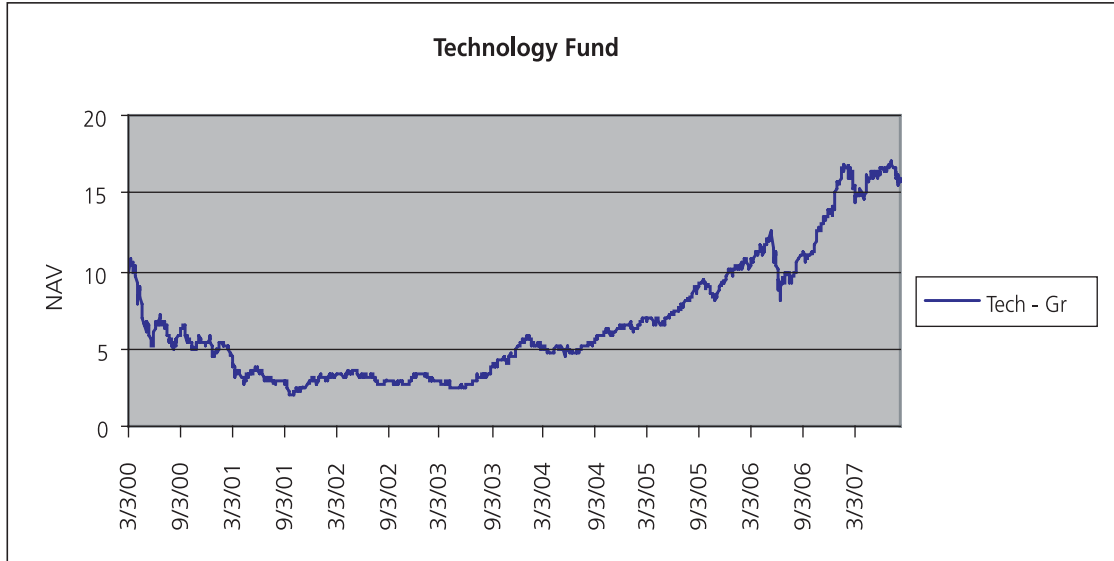


NAV-Mar 2000-Aug 2007

Past performance may or may not be sustained in Future
Source : www.amfiindia.com



Mutual Fund = Loss?



NAV-Mar 2000-Aug 2007

Past performance may or may not be sustained in Future
Source : www.amfiindia.com



Need Based Investment Strategy

Age Group (Years)	Growth (Equity)	Income (Bonds)	Liquidity (Banks)
25 - 40	75%	15%	10%
41-50	50%	35%	15%
51-60	35%	45%	20%
Above 60	25%	50%	25%

The scenarios depicted above are for illustration purposes only and actual investment choices, risk appetite of investors etc. may vary from one investor to the other. Prospective investors are therefore advised to consult their own legal, tax and financial advisors to determine possible tax, legal and other financial implication. Actual results of investment depends on various factors including but not limited to market risks, general economic and political conditions in India and other countries globally, the monetary and interest policies, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc.



The more you save, makes a difference

Growth rate of 7% p.a.	Total Amount Saved in 25 years	Value after 25 years
Amount saved per month		
5,000	1,500,000	4,073,986
3,000	900,000	2,444,391
1,500	450,000	1,222,196
1,000	300,000	814,797



The sooner you start, makes a difference

Rs. 1000 invested p.m. @ 8% p.a. till the age of 60	Total Amount Saved	Value at the age of 60
Starting Age		
25	420,000	2,309,175
30	360,000	1,500,295
35	300,000	957,367
40	240,000	592,947

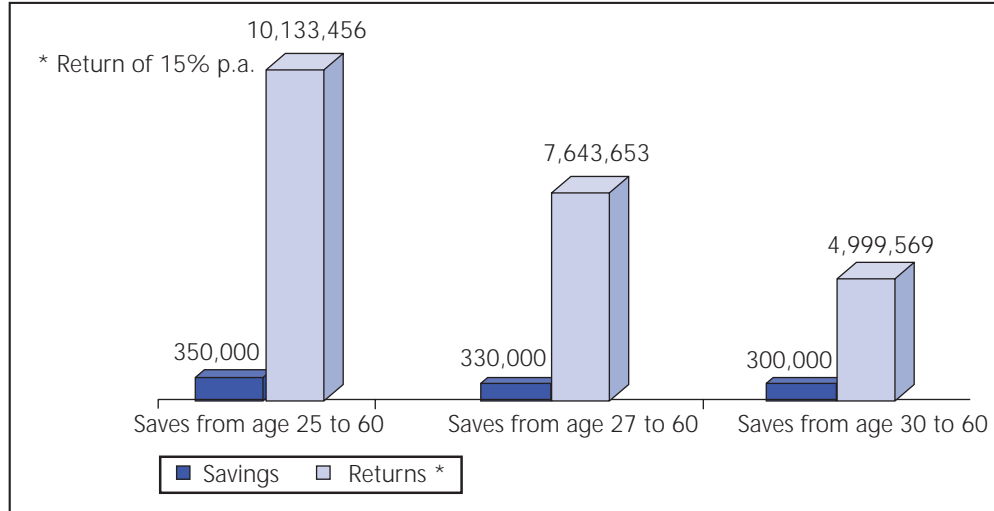


The more you earn, makes a difference

Rs. 1000 invested p.m.	Value after 10 years	Value after 25 years
Growth Rate		
5 %	155,929	597,991
7 %	174,094	814,797
10 %	206,552	1,337,890
14 %	262,091	2,727,278



Start Early; Save Regularly Every Year Counts



ICICI Prudential Systematic Investment Plan



What is an SIP?

- Investing a fixed sum, regularly in a mutual fund
- Allows one to buy units in a particular scheme on a given date every month
- Similar to regular savings schemes like a recurring deposit



Making Volatility Work for you

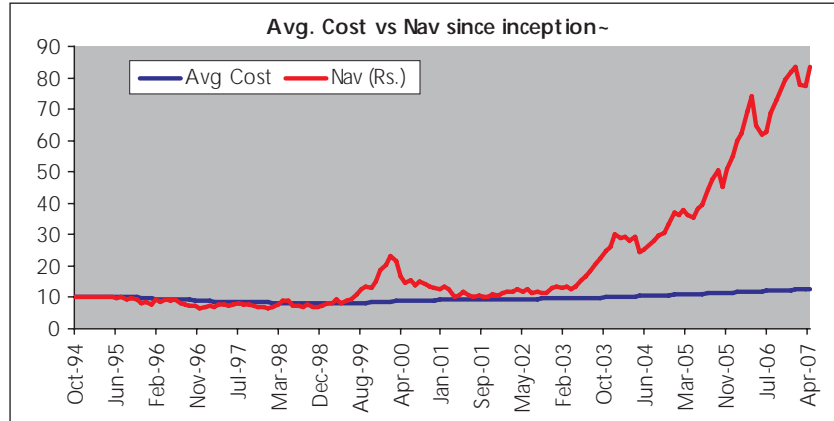
Month	Amount Invested (Rs.)	Sale Price (Rs.)	No. of Units Purchased
1	1000	12	83.333
2	1000	15	66.667
3	1000	9	111.111
4	1000	12	83.333
TOTAL	4000	48	344.444

Average Sales Price of Units : Rs. 12 (i.e. Rs. 48/4 months)

Average Purchase Cost of Units : Rs. 11.61 (i.e. Rs. 4000/344.444 units)



Benefits of Cost Averaging ICICI Prudential Power



Past performance may or may not be sustained in future

~Assume a hypothetical investment of Rs.1000 every month in ICICI Prudential Power since inception

An SIP reduces the average cost of investment in fluctuating markets



What Investment is Appropriate?

- Debt : PPF, Post office scheme, Fixed Deposits, Debentures, Bonds, Income Funds
- Equity : Individual Stocks, Growth Funds, Sectoral Funds
- Banks: Bank Deposits, Liquid Funds
- OR A MIX OF THE ABOVE

A good investment is one that helps you maximise your total returns, net of taxes and inflation over the time period you invest for!



Opportune time for investment vs. SIP

Avg. Return on Sensex for the period April'79–Apr'07: 21.09%

Return excluding the top 10 best performing months: 12.11%

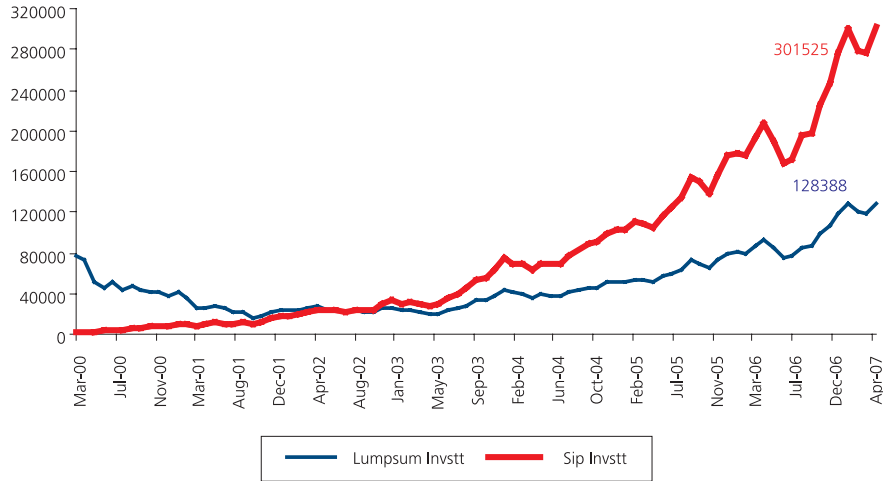
- Tough to predict the right time for investment
- SIP allows one to invest without taking a call on what is the 'right' time
- SIP enables one to be present in the market, month after month, and participate in the market



Lump sum investment vs. SIP-CAGR

The direction of the markets is unpredictable.

Rs. 80000 invested in lumpsum at inception in ICICI Prudential Tech vs. Rs. 1000 invested every month (for 87 months) since inception



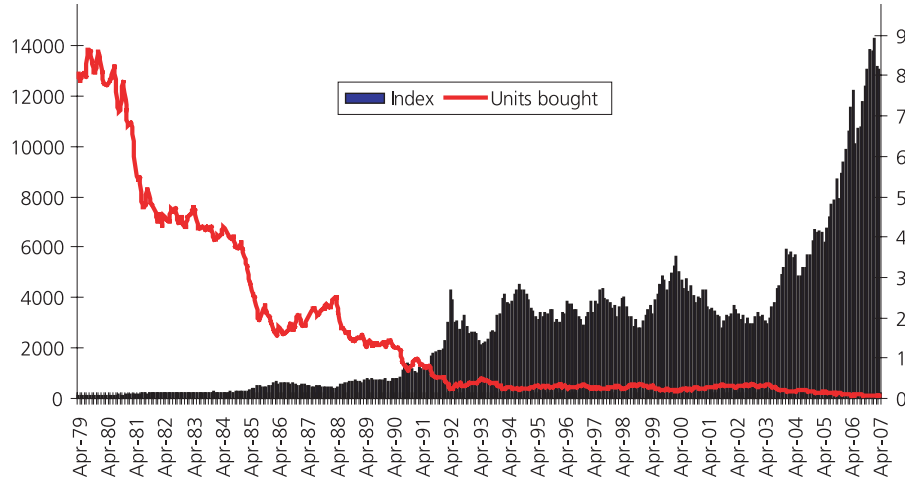
Performance of lump sum investment depends on the price at which they are bought

An SIP reduces these risks by spreading the investments over a longer period of time, at various levels of the market



Sensible Equity Investing for Long Term

Rs.1000 invested in Sensex via SIP on the first day of every month for 337 months (from April '79 to April '07)



Total amount invested as of Apr'07 : Rs.3,37,000 Mkt Value of investment as of Apr 01,'07: Rs.74,83,704



One time Investment v. SIP (as on Apr 30,'07)

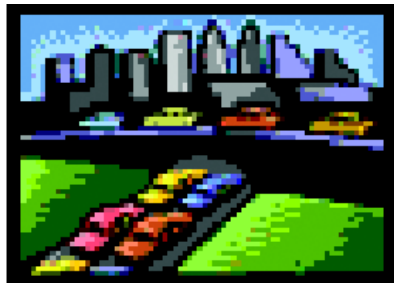
Scheme Name	One Time investment Returns (Since inception)	SIP Returns^ (Since Inception)
ICICI Prudential Power	18.37%	27.31%
ICICI Prudential Growth Plan	29.13%	30.34%
ICICI Prudential Dynamic Plan	52.70%	52.10%
ICICI Prudential FMCG Fund	18.23%	28.09%
ICICI Prudential Technology Fund	7.21%	34.37%
ICICI Prudential Infrastructure Fund	47.99%	42.92%
ICICI Prudential Service Industries Fund	39.50%	44.44%
ICICI Prudential Discovery Fund	43.61%*	33.54%
ICICI Prudential Emerging S.T.A.R Fund	52.84%*	44.83%
ICICI Prudential Tax Plan	32.58%	38.59%
ICICI Prudential Index Fund	28.36%	36.53%
ICICI Prudential Balanced Fund	18.11%	25.71%
ICICI Prudential Child Care - Gift Plan	28.06%	30.68%
ICICI Prudential Child Care - Study Plan	13.07%	13.39%
ICICI Prudential Income Multiplier Fund	12.83%	13.76%
ICICI Prudential Monthly Income Plan	10.51%	9.99%

*The high level of returns comes from sharp appreciation in returns in 2005 & 2006.

*Assume Rs.1000 invested every month. Past performance may or may not be sustained in future



Growth Drivers



INFRASTRUCTURE



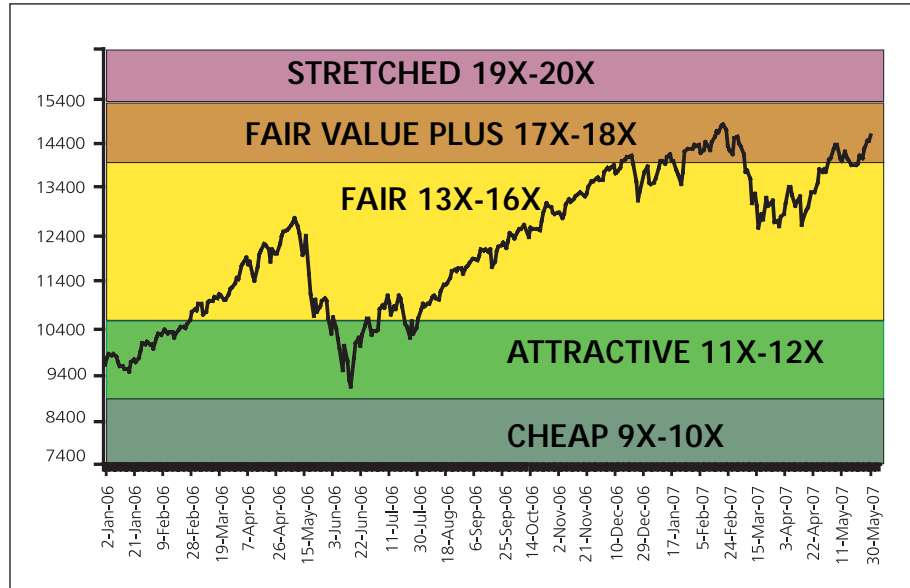
ARBITRAGE OF HUMAN
INTELLIGENCE



CONSUMPTION



Valuation Levels



Valuation levels of the Sensex based on FY08 earning estimate of Rs. 830

The Valuation levels given above are our estimates and actual investment choices, risk appetite of investors etc. may vary from one investor to the other. Prospective investors are therefore advised to consult their own legal, tax and financial advisors to determine possible tax, legal and other financial implication. Actual results of investment depends on various factors including but not limited to market risks, general economic and political conditions in India and other countries globally, the monetary and interest policies, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc.



Asset Allocation Guide

Asset Allocation Guide

This asset allocation guide helps you to determine the suggested equity exposure at different valuation levels based on the Sensex.

MARKET	CHEAP	ATTRACTIVE	FAIR	FAIR VALUE PLUE	STRETCHED	BUBBLE
EQUITY ALLOCATION	Over Invested	Neutral +	Neutral	Neutral -	Under Invested	Exit
	70%-80%	55%-65%	50%	35%-45%	15%-25%	5%-10%

Suggested Equity Allocation (Assuming 50% equity allocation as neutral)

The asset allocation guide above is only an indication/suggestion and actual investment choices, risk appetite of investors etc. may vary from one investor to the other. Prospective investors are therefore advised to consult their own legal, tax and financial advisors to determine possible tax, legal and other financial implication. Actual results of allocation depends on various factors including but not limited to market risks, general economic and political conditions in India and other countries globally, the monetary and interest policies, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc.



STATUTORY DETAILS & RISK FACTORS

Statutory Details: ICICI Prudential Mutual Fund (erstwhile Prudential ICICI Mutual Fund) (the Fund) was set up as a Trust sponsored by Prudential plc (through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) and ICICI Bank Ltd. ICICI Prudential Trust Limited (erstwhile Prudential ICICI Trust Limited) (Trust company) is the Trustee to the Fund and ICICI Prudential Asset Management Company Ltd. (erstwhile Prudential ICICI Asset Management Company Limited) (AMC) is the Investment Manager to the Fund. ICICI Bank Ltd (ICICI Bank) and Prudential Plc (acting through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) are the promoters of the AMC and the Trust Company. ICICI Bank currently holds 51% stake in both the companies and the balance 49% stake in both the companies is held by Prudential plc (acting through its wholly owned subsidiary namely Prudential Holdings Corporation Ltd). Prudential Plc (acting through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) transferred 6% of its shareholding in both the companies to ICICI Bank w.e.f 26th August 2005. Subsequently in accordance with the approval granted by the Board of Directors and the shareholders of the AMC and the Trust Company the name of the AMC has been changed to ICICI Prudential Asset Management Company Limited and the name of the Trust Company has been changed to ICICI Prudential Trust Limited. SEBI has vide its letter no IMD/PM/84968/07 dated January 23, 2007 conveyed its no objection to the said change of names of the AMC & the Trust company. The said change of names has also been approved by the Registrar of Companies, NCT of Delhi & Haryana, Ministry of Company Affairs, Govt of India. The Board of Directors of the Trust company have at their meeting held on 20th February 2007 accorded approval for the change of name of the Mutual Fund to ICICI Prudential Mutual Fund as well as of the various schemes /plans/options there under. SEBI has vide its Letter Nos IMD/PM/90168/07 & IMD/PM/90170/07 dated 2nd April 2007 accorded approval for the same. **Risk Factors:** Mutual Funds and securities investments are subject to market risks and there is no assurance or guarantee that the objectives of the Schemes will be achieved. As with any securities investment, the NAV of the Units issued under the Schemes can go up or down, depending on the factors and forces affecting the capital markets. Past performance of the Sponsors, AMC/Fund does not indicate the future performance of the Schemes of the Fund. The Sponsors are not responsible or liable for any loss resulting from the operation of the Schemes beyond the contribution of an amount of Rs.22.2 lacs, collectively made by them towards setting up the Fund and such other accretions and additions to the corpus set up by the Sponsors.

- **ICICI Prudential Growth Plan[^]** (An open-ended equity fund. Objective is to generate long term capital appreciation), Entry Load: **, Exit Load: Nil; **ICICI Prudential FMCG Fund[^]** (An open-ended FMCG Sectoral Fund. Objective is to generate long term capital appreciation through investments primarily in FMCG sector), Entry Load: **, Exit Load: Nil; **ICICI Prudential Tax Plan[^]** (An open-ended Equity Linked Saving Scheme. Objective is to generate long term capital appreciation), Entry Load: **, Exit Load: Nil; **ICICI Prudential Balanced Fund[^]** (An open-ended Balanced Fund. Objective is to generate long term capital appreciation and current income), Entry Load: **, Exit Load: Nil; **ICICI Prudential Technology Fund[^]** (An open-ended Equity Fund. Objective is to generate long term capital appreciation), Entry Load: **, Exit Load: Nil; **ICICI Prudential Monthly Income Plan (An open ended fund. Monthly income is not assured and is subject to the availability of distributable surplus)** (Objective is to generate regular income through investments in fixed income securities), Entry Load: Nil, Exit Load: For investment of less than or upto Rs. 10 Lakhs : 0.50% of applicable Net Asset Value (NAV) if the investment held for less than or equal to a period of 6 months; For investment of above Rs. 10 Lakhs : Nil; **ICICI Prudential Child Care Plan (Study Plan: An open-ended fund.** Objective is to generate income by creating a portfolio that is invested in debt, money market instruments and equity and equity related securities. Gift Plan: An open-ended Fund. Objective is to generate capital appreciation by creating a portfolio that is invested in equity and equity related securities and debt and money market instruments), Entry Load for both the plans are 1.50%. The Exit Load for both the Plans are 1%, if investment is redeemed within 3 years. (2) Nil, if investment is redeemed after 3 years but before



STATUTORY DETAILS & RISK FACTORS contd..

the Unitholder attains the age of 18; **ICICI Prudential Power[^]** (An open-ended Growth Fund. Objective is to generate long term capital appreciation through investments in core sectors & associated feeder industries), Entry Load: **, Exit Load: Nil; **ICICI Prudential Index Fund** (An open-ended index linked Growth Scheme. Objective is track the returns of S&P CNX Nifty Index through investment in stocks drawn from constituents of Nifty), Entry Load: 1% of the Applicable NAV, Exit Load: Nil; **ICICI Prudential Dynamic Plan[^]** (An open-ended Equity Fund. Objective is to generate capital appreciation by actively investing in equity and equity related securities and for defensive consideration in debt / money market instruments), Entry Load: **, Exit Load: Nil; **ICICI Prudential Income Multiplier Fund** (An open-ended debt fund which invests upto 30% in equity. Objective is to generate long-term capital appreciation from a portfolio that is invested predominantly in debt and money market securities and the balance in equity and equity related securities) Entry Load: Nil, Exit Load: (i) 1% - For investments of less than Rs. 5 crores and if the investments are held for less than a period of 12 months; (ii) No Exit Load for investments of Rs. 5 crores and above; **ICICI Prudential Discovery Fund[^]** (An open-ended Equity Fund. Objective is to generate returns through a combination of dividend income and capital appreciation by investing primarily in a well-diversified portfolio of value stocks) Entry Load: **, Exit Load: Nil; **ICICI Prudential Emerging S.T.A.R. (Stocks Targeted At Returns) Fund[^]** (An open-ended Equity Fund. Primary objective is to generate capital appreciation by actively investing in diversified mid cap stocks. The scheme will invest primarily in companies that have a market capitalisation between 100 crores and 2000 crores.) Entry Load: **, Exit Load: The exit load structure for fresh and additional purchases for amounts less than Rs. 5 crores (including switch-ins from open ended debt schemes) made by unitholders during the period May 1, 2006 to May 31, 2006 will be – (i) 0.5% of the applicable NAV, if the amount sought to be redeemed or switched out is invested for a period of six months or less than six months from the date of allotment; (ii) Nil, if the amount sought to be redeemed or switched out is invested for a period of more than six months from the date of allotment. This load structure will be applicable only for the purchases (including switch-ins from open ended debt schemes) made during the period May 1, 2006 to May 31, 2006. For all other purchases made either before May 1, 2006 or after May 31, 2006 no exit load will be charged on the redemptions or switch-outs made; **ICICI Prudential Infrastructure Fund[^]** (An open-ended equity scheme. Objective is to generate capital appreciation and income distribution to unitholders by investing predominantly in equity/equity related securities of the companies belonging to the infrastructure industries and balance in debt securities and money market instruments including call money), Entry Load: For all purchases of less than Rs.5 crore per transaction - 2.25% of applicable NAV, For Purchases of Rs.5 crores and above per transaction - Nil, Exit Load: For Investments made before November 28, 2005 - (i) If the amount originally invested per transaction is less than Rs. 5 crores and the redemption request is made before completion of 6 months from the date of allotment of units - 1.00%, (ii) If the amount originally invested per transaction is Rs. 5 crores or more and whether the redemption is sought within 6 months or beyond; or Any amount invested, for which the redemption request is made on or after the completion of 6 months from the date of allotment of units - No exit load; For investments made from November 28, 2005 onwards: No exit load will be charged for investments made under the Scheme on or after November 28, 2005 irrespective of the amount invested; **ICICI Prudential Services Industries Fund (IPSIF)[^]** (An open-ended equity Scheme. Objective: to generate capital appreciation and income distribution to unitholders by investing predominantly in equity/equity related securities of the companies belonging to the service industry and balance in debt securities and money market instruments including call money), Entry Load: For all purchases of less than Rs.5 crore per transaction - 2.25% of applicable NAV, For Purchases of Rs. 5 crores and above per transaction - Nil; Exit Load: For Investments made during the New Fund Offering period: (i) 1% - If the amount originally invested per transaction is less than Rs. 5 crores and the redemption request



STATUTORY DETAILS & RISK FACTORS contd..

is made before completion of 6 months from the date of allotment of units. (ii) Nil - If the amount originally invested per transaction is Rs. 5 crores or more and whether the redemption is sought within 6 months or beyond; or Any amount invested, for which the redemption request is made on or after the completion of 6 months from the date of allotment of units. For investments made after New Fund Offer: Nil; These are the names of the Schemes and do not in any manner indicate either the quality of the Schemes or their future prospects and returns. ** **Entry Load for all the Equity Funds:** (i) For investment of less than Rs.5 crores is 2.25% of applicable NAV; (ii) For investment of Rs.5 crores and above is Nil. No entry load will be payable in respect of switch transaction from one equity scheme of ICICI Prudential to another equity scheme of ICICI Prudential. Further, for investments by a Fund of Funds Scheme(s) in various schemes of ICICI Prudential Mutual Fund, there would not be any entry load / exit load charged by the underlying schemes. ^ **For SIP & STP Investments:** Entry load of 2.25% of the applicable NAV will be charged on the amount invested under the scheme(s). Exit Load: Nil. **Exceptions:** With effect from **June 4, 2007**, all new applications through the SIP & STP facility under **Discovery Fund, Dynamic Plan, Emerging STAR Fund, Growth Plan, Power, Services Industries Fund and Infrastructure Fund**, an exit load at the rate of 0.25% of the applicable NAV will be charged if the redemption/switch-out from the Schemes is made within 6 months from the date of allotment of units. For all investments below Rs. 5 crores made under **Power and Services Industries Fund (excluding investments made through SIP and STP facility) from June 18, 2007**, an exit load at the rate of 0.50% of the applicable NAV will be charged if redemption/switch-out of the investment is made within 6 months from the date of allotment of units. **Load Structure on SIP & STP investments under the following schemes are as follows:** • **ICICI Prudential Child Care Plan (Gift Plan & Study Plan) – Entry Load:** 1.50% of applicable NAV. **Exit Load:** 1.00% of Applicable NAV if the investment is redeemed within 3 years from the date of allotment, Nil thereafter • **ICICI Prudential Index Fund – Entry Load:** Nil; **Exit Load:** 0.5% of the applicable NAV, if the investment is redeemed within 1 year from the date of allotment, Nil thereafter • No entry or exit load will be charged on the SIP investments under ICICI Prudential Flexible Income Plan, ICICI Prudential Long Term Plan, ICICI Prudential Income Plan, ICICI Prudential Monthly Income Plan, ICICI Prudential Income Multiplier Fund, ICICI Prudential Very Cautious Plan and ICICI Prudential Cautious Plan. **Exit Load** for fresh and additional purchases (including SIPs and STPs) made in the schemes given hereinbelow **during September 15, 2006 to October 16, 2006**, the following will be applicable: • ICICI Prudential Power, ICICI Prudential Dynamic Plan, ICICI Prudential Discovery Plan, ICICI Prudential Balanced Fund – (i) 0.50% of the applicable NAV if the investment is made for an amount of less than Rs. 5 crores and is invested for a period of six months or less than six months from the date of allotment. (ii) Nil for investment of Rs. 5 crores and above. • ICICI Prudential Income Multiplier Plan – (i) 1.25% of the applicable NAV if the investment is made for an amount of less than Rs. 5 crores and is invested for a period of less than twelve months from the date of allotment. (ii) Nil for investment of Rs. 5 crores and above. • ICICI Prudential Monthly Income Plan – (i) 0.75% of the applicable NAV if the investment is made for an amount of less than or equal to Rs. 10 Lakhs and is invested for a period of six months or less than six months from the date of allotment. (ii) Nil for investment of above Rs. 10 Lakhs. • ICICI Prudential Child Care Plan Gift and Study Option – 1.25% of the applicable NAV if invested for a period of three years or less than three years from the date of allotment. The exit load structure will also be applicable for switch-ins to any of the above schemes from the following open-ended debt schemes alone: (a) ICICI Prudential Liquid Plan (b) ICICI Prudential Floating Rate Plan (c) ICICI Prudential Sweep Plan - Cash Option. **There will be no change in the exit load structure for all purchases, SIPs, STPs, Switch-ins made either before September 15, 2006 or after October 16, 2006.**



Thank you
Happy Investing

