

# ICICI Prudential Balanced Advantage Fund

**“Introducing MoneyBack”**

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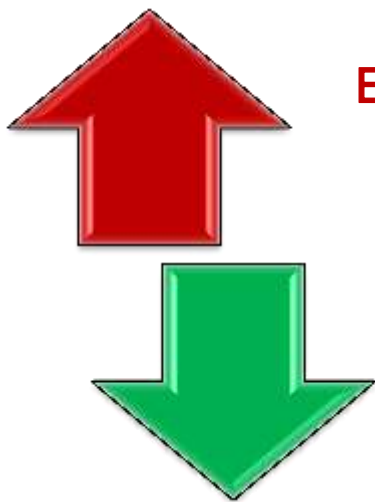
(Moneyback feature is just a feature for regular withdrawal from the scheme and shall not be construed as an assurance or guarantee of returns)

# A Quick Recap of Balanced Advantage Fund



## In house Price / Book Value Model(P/BV)

A model that allows “Buying Low and Selling High” while keeping human emotions aside



Equity Valuation  
goes Up

Reduce Equity  
Exposure



Equity Valuation  
comes down

Increase Equity  
Exposure

# ICICI Prudential Balanced Advantage Fund



- ICICI Prudential Balanced Advantage Fund (BAF) removes the psychological barrier (Greed & Fear) for its investors.
- The fund allocates higher in equity when the Equity Market Valuation is low and lower when the Equity Market Valuation is high.

## Stock Selection

Blend of Large  
and Mid Cap  
Stocks

## Asset Allocation

Net Equity Level  
Range 30-80%  
based on In-  
House P/BV  
Model

## Derivative Strategy

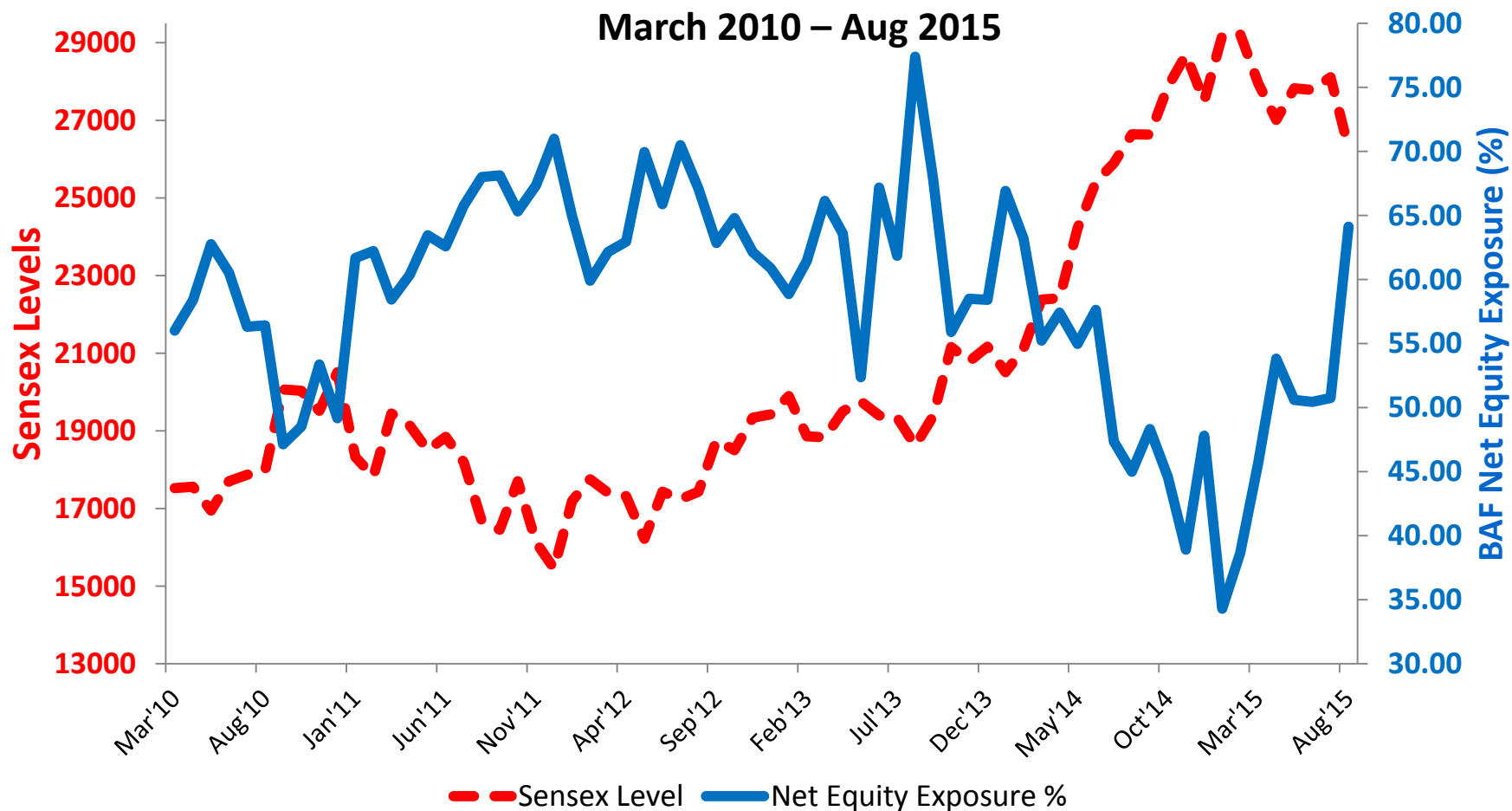
Derivative  
Exposure for  
Hedging /  
Portfolio  
Rebalancing

# BAF Net Equity Levels vis-à-vis Sensex Levels



## Sensex Levels vis-a-vis BAF Net Equity Exposure (%)

March 2010 – Aug 2015



# 3 Years Rolling Return on Daily Basis

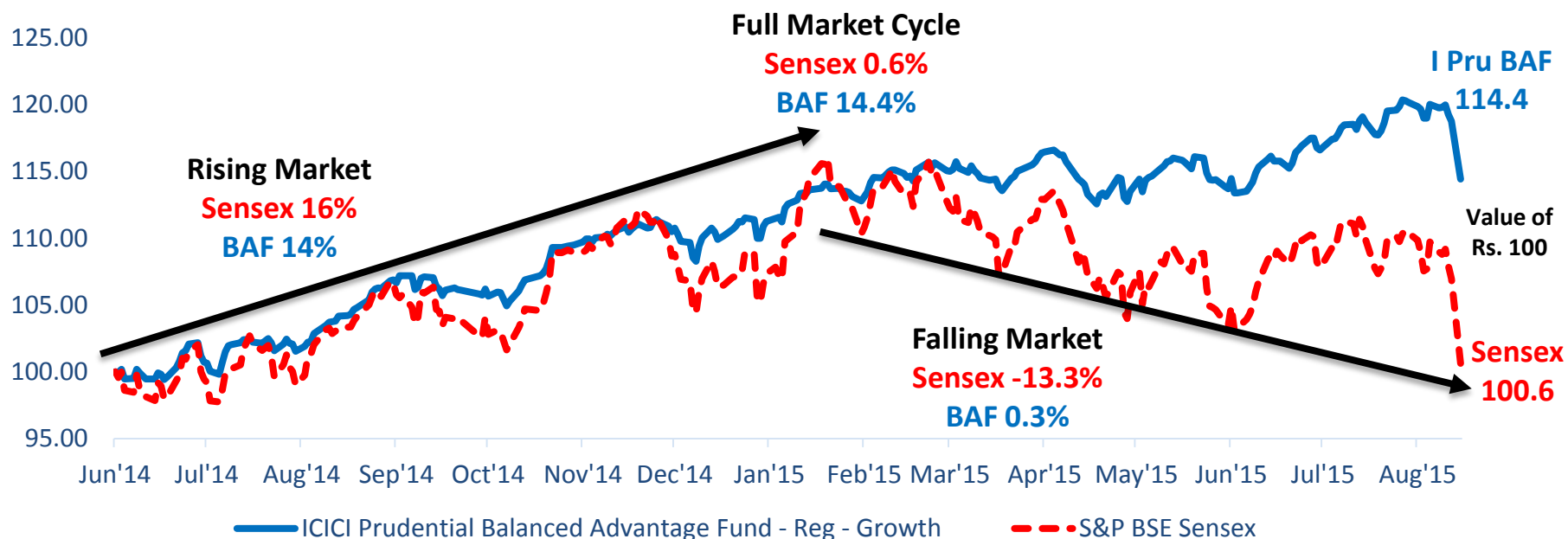


Since 1st March 2010 – Total No. of Observations 613

Criteria	ICICI Prudential Balanced Advantage Fund		S&P BSE Sensex	
Minimum Return	6.26		-1.53	
Maximum Return	24.25		21.94	
Average Return	15.26		10.13	
StDev.	5.15		7.31	
Negative Observation	0	} 0% observations	22	} 43% observations
0% to 6%	0		244	
6% to 10%	132		35	
10% to 15%	163	} 78% observations	62	} 51% observations
Above 15%	318		250	

Source: MFIE, Period: 1st Mar 2013 (First Observation) to 31st August 2015. Past performance may or may not be sustained in future

# BAF's Performance in Latest Market Correction



Period	Market Cycle Scenario	NAV		Absolute Return	
		ICI Pru BAF	S&P BSE Sensex	ICI Pru BAF	S&P BSE Sensex
10-06-2014	Rising Market	22.13	25584	<b>14.1%</b>	<b>16.0%</b>
29-01-2015		25.24	29682		
29-01-2015	Falling Market	25.24	29682	<b>0.3%</b>	<b>-13.3%</b>
24-08-2015		25.32	25742		
10-06-2014	Full Market Cycle	22.13	25584	<b>14.4%</b>	<b>0.6%</b>
24-08-2015		25.32	25742		

Source: MFIE, All Returns are Absolute. Past performance may or may not be sustained in future.

# Latest Performance



Scheme Name	NAV (31-Aug-15)	1 Year	2 Years	3 Years	4 Years	5 Years
ICICI Prudential Balanced Advantage Fund – Reg – Growth	25.8	10.70	25.40	19.50	17.00	14.20
Crisil Balanced Fund Index (Benchmark)	--	4.50	17.80	13.10	11.50	8.50
CNX Nifty Index	7971.3	-0.70	20.70	14.90	12.30	8.10
Under / Out Performance over Benchmark	Alpha	6.20	7.60	6.40	5.50	5.70

Source: MFIE, Returns less than 1 year are absolute and more than 1 year are CAGR.  
Past performance may or may not be sustained in future.

# Suitable for Monthly Tax Free Income



Recent Dividend* History (Under Monthly Option)		
Record Date	Dividend @	Ex-Div NAV
26-Aug-15	0.80%	13.40
17-Jul-15	0.80%	13.94
19-Jun-15	0.80%	13.56
15-May-15	0.80%	13.56
17-Apr-15	0.80%	13.77
20-Mar-15	0.80%	13.71
20-Feb-15	0.80%	13.86
16-Jan-15	0.80%	13.64
19-Dec-14	0.80%	13.40
28-Nov-14	0.80%	13.61
31-Oct-14	0.80%	13.47
26-Sep-14	0.80%	13.16

Dividend Calculation Illustration (For new investor)	
Face Value (A)	10.00
Current NAV as on 26-Aug-2015 (B)	13.40
Investment Amount (C)	100000
No. of Units allotted ( D = C / B)	7463
Dividend % on Face Value	0.80%
Dividend per unit on Face Value (E)	0.08
Total Dividend Amt (F = E x D)	597
Annual Dividend Amt @ 0.80% (G = F x 12)	7164
Annual Dividend Yield% (G / C x 100)	7.16%
<b>Total Return = 7.16% + Capital Gain (If any)</b>	

\*Subject to availability of distributable surplus and approval of Trustees. It should be noted that pursuant to payment of dividend, the NAV of the plan/ dividend option of the Scheme would fall to the extent of dividend payout and statutory levy, if any.



# Concerns of a Retail Investor



Can there be a predictability or pre fixed date on which I get a cash flow like my monthly salary

What will be the Tax Implications of investing and will there be a penalty on withdrawal

Can my Investment give a regular cash flow/liquidity for my needs?



# Introducing Balanced Advantage Fund MoneyBack Feature



Invest in Balanced Advantage Fund-Growth Option: Opt for MoneyBack



Minimum Investment of Rs 1 Lac: Moneyback from Principal Amount



3 Options Available: MoneyBack from 2<sup>nd</sup> Month or 13<sup>th</sup> Month or any Month as per Investor's choice

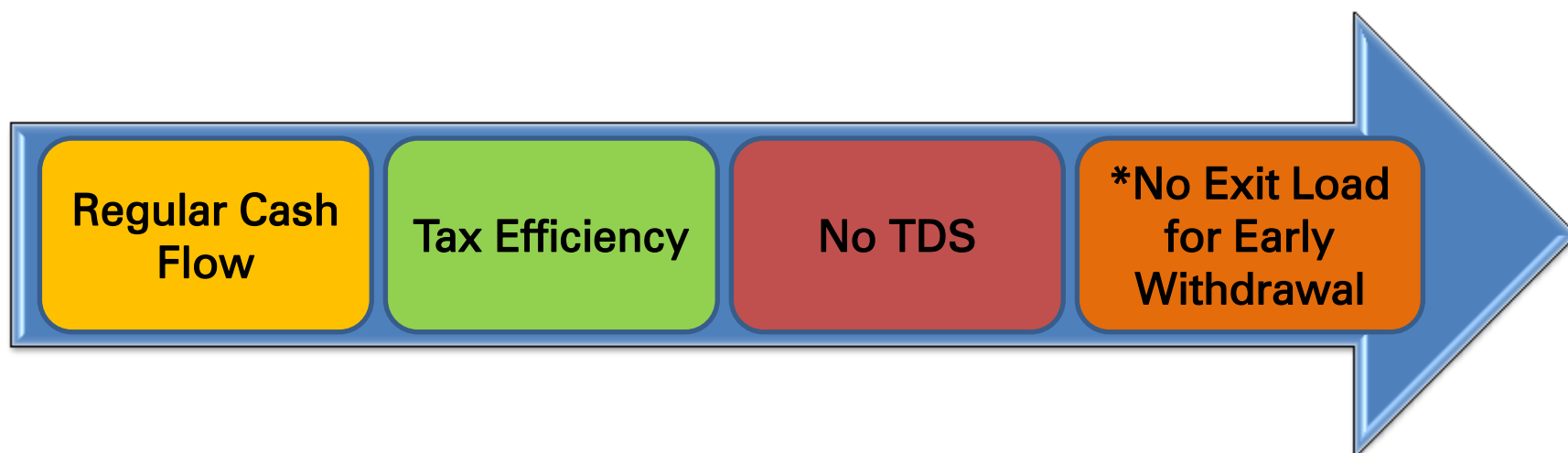
MoneyBack amount: 0.75% of Invested amount per month (9% Annually)



Money Back on 25<sup>th</sup> of Every month-Money hits the account in T+3 business days

Kindly note that SEBI prescribed time limit for redemption payment is 10 business days

# Introducing Balanced Advantage Moneyback



MoneyBack allows investors to withdraw a fixed sum of money periodically (in this case 0.75% of the invested amount) depending on the option chosen by the investor.

Basically generating a cash flow of 9% p.a. of the Capital Invested i.e Rs 90,000 for an investment of Rs. 10 lac in a year

\*The Current exit load Structure for Balanced Advantage Fund: 20% of units upto 18 months of allotment –Nil. More than 20% units within 18 months- 1%.More than 18 months- Nil (w.e.f 7<sup>th</sup> Aug-2015). No exit load would be charged on Money Back for amount less than 20% of the units. For More than 20% of the units the applicable Exit load would be levied.

# Back Tested Illustration



Date	NAV	Units Outstanding	Monthly MoneyBack	Units Withdrawn	Principle	Capital Gain	Capital Gain Tax Type	Capital Gain Tax
01-Aug-12	14.91	67069						
25-Sep-12	16.12	66604	7500	465	6937	563	STCG Tax	97
25-Oct-12	16.31	66144	7500	460	6856	644	STCG Tax	111
26-Nov-12	16.56	65691	7500	453	6753	747	STCG Tax	129
26-Dec-12	17.16	65254	7500	437	6517	983	STCG Tax	170
25-Jan-13	17.44	64824	7500	430	6412	1088	STCG Tax	188
25-Feb-13	16.96	64382	7500	442	6593	907	STCG Tax	157
25-Mar-13	16.53	63928	7500	454	6765	735	STCG Tax	127
25-Apr-13	17.01	63487	7500	441	6574	926	STCG Tax	160
27-May-13	17.31	63054	7500	433	6460	1040	STCG Tax	180
25-Jun-13	16.58	62601	7500	452	6745	755	STCG Tax	131
25-Jul-13	16.97	62160	7500	442	6590	910	STCG Tax	158
26-Aug-13	16.51	61705	7500	454	6773	727	LTCG Tax	NIL
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27-Jul-15	26.06	53851	7500	288	4291	3209	LTCG Tax	NIL
25-Aug-15	25.51	53557	7500	294	4384	3116	LTCG Tax	NIL

Particulars	Total MoneyBack	Taxable Income	Tax To be paid	Tax as a % of MoneyBack	Units Outstanding	Valuation of O/s Units*
Amount	Rs. 2,70,000	Rs. 9,299	Rs. 1,609	0.60%	53557	Rs. 13,66,246

Valuation as on 25th Aug 2015. Internal data Computation. The above simulation is for illustration purposes only. ICICI Prudential Mutual Fund/AMC does not provide assurance or guarantee of performance of Moneyback feature. Past performance may or may not be sustained in future. Investment in Mutual Funds is subject to market and various other risks and there are various factors that can impact the performance of this feature. It is advisable to consult with your financial advisor to understand the terms and conditions of this feature before investing. Tax impact is basis prevailing tax laws.

# Balanced Advantage Fund Moneyback



Parameters	ICICI Prudential Balanced Advantage Fund	Fixed Return Instrument	Post Office MIS	Public Provident Fund (PPF)
Monthly Withdrawal Possible	Yes	Yes	No	No
TDS Applicable	No*	Yes	No	No
Penalty for Early Withdrawal	*Exit load only till 18 months-Nil for withdrawal on Money Back	Yes	Yes	Yes
Taxation on Withdrawal	**Before 1 Yr: 15% as per Short Term Capital Gain After 1 Year: Nil	As per Investor's Tax Slab	As per Investor's Tax Slab	Benefit under Section 80 C and interest is Tax Free
Participation in Equity Market Movement	Within an Equity range of (30-80%)	No	No	No

The above table is for illustrative purpose. While investment in fixed return investments, Post Office MIS and PPF have guaranteed returns, there is no assurance or guarantee of performance of ICICI Prudential Balanced Advantage Fund. Investment in Mutual Funds is subject to market and various other risks and it is necessary to consult with tax/financial advisor before investing. \*The Current exit load Structure for Balanced Advantage Fund: 20% of units upto 18 months of allotment –Nil. More than 20% units within 18 months-1%. More than 18 months-Nil (w.e.f 7<sup>th</sup> Aug-2015). No exit load would be charged on Money Back for amount less than 20% of the units. For More than 20% of the units the applicable Exit load would be levied.

\*\*Short Term Capital gains Tax Calculated excluding surcharge and education cess.

# Product Labelling & Disclaimer



<b>This Product is suitable for investors who are seeking*:</b>	<b>Riskometer</b>
<ul style="list-style-type: none"><li>• long term wealth creation solution</li><li>• An equity fund that aims for growth by investing in equity and derivatives.</li></ul>	A semi-circular riskometer gauge with five segments labeled from left to right: Low, Moderately Low, Moderate, Moderately High, and High. A black needle points to the 'Moderately High' segment. Below the gauge, the text reads: 'Low High Investors understand that their principal will be at moderately high risk'.
*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.**

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**Thank You !!**