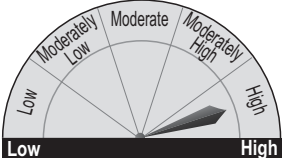


Name of the Asset Management Company:
ICICI Prudential Asset Management Company Limited
Name of the Mutual Fund: ICICI Prudential Mutual Fund

KEY INFORMATION MEMORANDUM

ICICI PRUDENTIAL BHARAT CONSUMPTION FUND – SERIES 2
(A Close Ended Equity Scheme following Consumption Theme)

ICICI Prudential Bharat Consumption Fund – Series 2 is suitable for investors who are seeking*:	Riskometer
<ul style="list-style-type: none"> Long term wealth creation. A close ended equity Scheme that aims to provide capital appreciation by investing in a well-diversified portfolio of stocks that could benefit from growth in consumption and related activities. 	 <p>Investors understand that their principal will be at high risk</p>
<p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	

Offer of Units of Rs. 10 each during the New Fund Offer only.

Name of the Scheme	New Fund Offer opens	New Fund Offer closes*
ICICI Prudential Bharat Consumption Fund – Series 2	April 12, 2018	April 26, 2018

The Scheme will have a tenure of 1300 days from the date of allotment of units.

*The AMC reserves the right to extend or pre close the New Fund Offer (NFO) period, subject to the condition that the NFO Period including the extension, if any, shall not be for more than 15 days or such period as allowed by SEBI.

Being a close ended scheme, the Scheme will not reopen for subscriptions. The Scheme is proposed to be listed on BSE Limited.

Sponsors:	ICICI Bank Limited: ICICI Bank Tower, Near Chakli Circle, Old Padra Road, Vadodara - 390 007, Gujarat, India; and Prudential plc (through its wholly owned subsidiary, Prudential Corporation Holdings Limited): Laurence Pountney Hill, London EC4R 0HH, United Kingdom
Trustee :	ICICI Prudential Trust Limited Corporate Identity Number: U74899DL1993PLC054134 Regd. Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi-110 001.
Investment Manager:	ICICI Prudential Asset Management Company Limited Corporate Identity Number: U99999DL1993PLC054135 Regd. Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi-110 001. Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai - 400051. Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai 400 063. Tel: (91) (22) 26852000, Fax: (91)(22) 2686 8313. Website: www.icicipruamc.com. Email id: enquiry@icicipruamc.com

This Key Information Memorandum (KIM) sets forth the information, which a prospective investor ought to know before investing. For further details of the Scheme/Mutual Fund, due diligence certificate by AMC, Key Personnel, Investor's rights & services, risk factors, penalties & litigations etc. investor should, before investment, refer to the Scheme Information Document (SID) and Statement of Additional Information (SAI) available free of cost at any of the Investor Service Centre or distributors or from the website www.icicipruamc.com

The particulars of ICICI Prudential Bharat Consumption Fund – Series 2 (the Scheme), have been prepared in accordance with the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996, as amended till date, and filed with the Securities and Exchange Board of India (SEBI), and the Units being offered for public subscription have not been approved or disapproved by the SEBI nor has the SEBI certified the accuracy or adequacy of this KIM.

Disclaimer of BSE Limited (BSE):

It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the SID has been cleared or approved by BSE Ltd. nor does it certify the correctness or completeness of any of the contents of the SID. The investors are advised to refer to the SID for the full text of the Disclaimer clause of the BSE Limited.

INVESTMENT OBJECTIVE:

The investment objective of the Scheme is to provide capital appreciation by investing predominantly in equity and equity related instruments of sectors that could benefit from growth in consumption and related activities.

However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

ASSET ALLOCATION PATTERN:

Under normal circumstances, the asset allocation of the Scheme will be as follows:

Instruments	Indicative allocations (% of total assets)		Risk Profile
	Maximum	Minimum	High/ Medium/ Low
Equity and Equity Related Instruments of companies that could benefit from consumption and related activities and are part of sectors in benchmark index	100%	80%	High
Equity and Equity Related Instruments of companies other than the ones that could benefit from consumption and related activities	20%	0%	Medium to High
Debt and Money Market Instruments	20%	0%	Low to Medium

The Scheme may also take exposure to:

- Derivatives instruments upto 50% of the Net assets of the Scheme. The Scheme may invest in derivatives to engage in permitted currency hedging transactions with an intention to reduce exchange rate fluctuations between the currency of the Scheme (INR) and the foreign currency exposure.
- ADRs/ GDRs/ Foreign Securities/ Overseas ETFs upto 50% of Net assets of the Scheme. Investment in Foreign Securities shall be in compliance with requirement of SEBI Circular dated September 26, 2007 and other applicable regulatory guidelines
- Securitized Debt upto 50% of debt portfolio
- Stock Lending upto 20% of its Net assets. The Scheme shall also not lend more than 5% of its net assets to any counter party.

The Scheme can invest in debt / money market instruments, having residual maturity upto the residual maturity of the Scheme.

The Cumulative Gross Exposure to Equity, Debt and Derivatives Positions will not exceed 100% of the Net Assets of the Scheme.

The Scheme may invest in other schemes managed by the AMC or in the schemes of any other Mutual Funds, provided it is in conformity with the investment objective of the Scheme and in terms of the prevailing Regulations. As per the Regulations, no investment management fees will be charged for such investments and the aggregate inter-scheme investment made by all Schemes of the Fund or in Schemes under the management of other asset management companies shall not exceed 5% of the Net Asset Value of the Mutual Fund.

The Scheme does not intend to undertake/ invest/ engage in:

- Repos in corporate debt securities
- Short selling of securities
- Credit default swaps
- Equity Linked Debentures

Change in Investment Pattern

Subject to the Regulations, the asset allocation pattern indicated above may change from time to time keeping in view market conditions and investment opportunities, applicable regulations and political and economic factors.

In the event of asset allocation falling outside the limits specified in the asset allocation table, the fund manager will rebalance the same within 30 days. Though every endeavor will be made to achieve the objective of the Scheme, the AMC/Sponsors/Trustee do not assure or guarantee that the investment objective of the Scheme would be achieved.

If owing to adverse market conditions or with the view to protect the interest of the investors, the fund manager is not able to rebalance the asset allocation within the above mentioned period of 30 days, the same shall be reported to the Internal Investment Committee. The Internal Investment Committee shall then decide the further course of action.

Provided further and subject to the above, any change in the asset allocation affecting the investment profile of the Scheme shall be effected only in accordance with the provisions of sub regulation (15A) of Regulation 18 of the Regulations, as detailed later in this document.

WHERE WILL THE SCHEME INVEST?

Subject to the Regulations and the disclosures as made under the Section "Asset Allocation Pattern", the corpus of the Scheme can be invested in any (but not exclusive) of the following securities/ instruments:

- a) Equity and equity related securities including warrants carrying the right to obtain equity shares.
- b) Securities created and issued by the Central and State Governments and/or repos/reverse repos in such Government Securities as may be permitted by RBI (including but not limited to coupon bearing bonds, zero coupon bonds and treasury bills)
- c) Securities guaranteed by the Central and State Governments (including but not limited to coupon bearing bonds, zero coupon bonds and treasury bills)
- d) Debt securities issued by domestic Government agencies and statutory bodies, which may or may not carry a Central/State Government guarantee
- e) Corporate debt securities (of both public and private sector undertakings)
- f) Securities issued by banks (both public and private sector) as permitted by SEBI from time to time and development financial institutions
- g) Money market instruments as permitted by SEBI/RBI
- h) Non-convertible part of convertible securities
- i) Securitised Debt
- j) Any other domestic fixed income securities as permitted by RBI/ SEBI
- k) Derivative instruments like Stock / Index Futures, Stock / Index Options and such other derivative instruments permitted by SEBI.
- l) ADRs / GDRs / Foreign Debt Securities as permitted by Reserve Bank of India and Securities and Exchange Board of India
- m) Units of Mutual Fund Schemes subject to applicable guidelines.

Subject to the Regulations, the securities mentioned above could be listed, unlisted, privately placed, secured, unsecured, rated or unrated and of varying maturity. The securities may be acquired through Initial Public Offerings (IPOs), secondary market operations, private placement, rights offers or negotiated deals.

The Scheme may invest in other schemes managed by the AMC or in the schemes of any other Mutual Funds, provided it is in conformity with the investment objective of the Scheme and in terms of the prevailing Regulations. As per the Regulations, no investment management fees will be charged for such investments and the aggregate inter-scheme investment made by all Schemes of the Fund or in Schemes under the management of other asset management companies shall not exceed 5% of the Net Asset Value of the Mutual Fund.

INVESTMENT STRATEGY:

India is the second most populated country in the world with a population of over one billion. And it is set to reap what is now famously called the demographic dividend; its working age population being larger than the population that is dependent on it. 65% of the population in India is below 35 years of age (Census 2011). With Western Europe, the US, South Korea, Japan and even China's aging population, India could reap the reward of demographic dividend. IMF has stated in its report that India could add a significant pace to its GDP growth rate due to demographic dividend.

India hit ten-year high and stood first among the 63 nations surveyed in the global consumer confidence index with a score of 136 points for the quarter ending December 2016.

Global corporations view India as one of the key markets from where future growth is likely to emerge. The growth in India's consumer market would be primarily driven by a favourable population composition and increasing disposable incomes.

India's robust economic growth and rising household incomes are expected to increase consumer spending to US\$ 4 trillion by 2025.

By 2025, India would rise from the 12th to the 5th largest position in the consumer durables market in the world. The consumer durables market in India is expected to reach US\$ 20.6 billion by 2020. Demand growth is likely to accelerate with rising disposable incomes and easy access to credit. Increasing electrification of rural areas and wide usability of online sales would also aid growth in demand.

Rising Income can be one of the key drivers for growth in consumption in India over long term. Of India's five household income categories (elite, affluent, aspirers, next billion, and strugglers), the top two income classes are the fastest growing. It is expected that, by 2025, the share of elite and affluent households will increase from 8% to 16% of the total while the share of strugglers will drop from 31% to 18%.

Source: Boston Consulting Group (BCG) – *"The New Indian: The Many Facets of a Changing Consumer"* dated March 20, 2017

ICICI Prudential Bharat Consumption Fund – Series 2 will aim to capture this change in spending pattern.

The Scheme intends to invest predominantly in Equities and Equity Related Securities of companies that are likely to benefit directly or indirectly from consumption and related activities. Such companies may directly or indirectly benefit from increase in consumption led demand. Illustrative list of such sectors is as under:

1. Consumer Durables
2. Consumer Non-Durables
3. Healthcare
4. Pharmaceuticals
5. Auto
6. Auto Ancillaries
7. Telecom
8. Services

9. Media & Entertainment
10. Aviation
11. Textiles
12. Fertilisers and Pesticides
13. Retailing

Sectors mentioned above are indicative in nature and the Fund Manager may invest in sectors other than these that may benefit directly or indirectly from consumption and related activities.

The scheme will be following a blend approach, a combination of value and growth, to build the portfolio. The scheme intends to invest in stocks across large cap, midcap, small cap.

As and when the fund manager is of the view that a specific investment has met its desired objective and the investment is liquidated, the proceeds may be distributed by way of dividend, subject to the availability of distributable surplus.

The Scheme may also use various derivatives and hedging products from time to time, as would be available and permitted by SEBI, in an attempt to protect the value of the portfolio and enhance Unit holders' interest.

The Scheme may invest in other schemes managed by the AMC or in the schemes of any other Mutual Funds, provided it is in conformity with the investment objective of the Scheme and in terms of the prevailing Regulations. As per the Regulations, no investment management fees will be charged for such investments and the aggregate inter-scheme investment made by all Schemes of the Fund or in Schemes under the management of other asset management companies shall not exceed 5% of the Net Asset Value of the Mutual Fund.

At present, the Scheme does not intend to enter into underwriting obligations. However, if the Scheme does enter into an underwriting agreement, it would do so after complying with the Regulations and with the prior approval of the Board of the AMC/Trustee.

The Scheme may also invest in depository receipts including American Depository Receipts (ADRs) and Global Depository Receipts (GDRs).

The Scheme may also invest in debt and money market instruments, in compliance with Regulations.

The Scheme may invest in derivatives to engage in permitted currency hedging transactions with an intention to reduce exchange rate fluctuations between the currency of the Scheme (INR) and the foreign currency exposure.

The Scheme will not have exposure to Debt Derivatives.

RISK PROFILE OF THE SCHEME:

Mutual Fund Units involve investment risks including the possible loss of principal. Please read the SID carefully for details on risk factors before investment. Scheme Specific Risk Factors summarised below.

Scheme Specific Risk Factors and Risk Management Strategies:

In general, investment in the scheme may be affected by risks associated with equities and fixed income securities.

The Securities in the Scheme may be predominantly characterized by a stock selection where more emphasis is on value opportunity and less on earnings growth. There could be time Periods when securities of this nature may underperform relative to other stocks in the market. Value Stocks are stocks that are trading below its intrinsic or relative value which is undiscovered by the market and may take time for the market participants to identify its true potential. Hence it may take a long period of time for value of that stock to be unlocked. This could impact performance of the Scheme.

Value opportunities are generally available in the mid and small cap space; wherein majority of the companies are under-researched. Due to lack of coverage of these stocks, they usually are more volatile and illiquid than their large cap peers. Thus, relative to larger, more liquid stocks, investing in value stocks, involves potentially greater volatility and risk.

The Scheme retains the flexibility to hold from time to time relatively more concentrated investments in a few sectors as compared to plain diversified equity schemes. This may make the Scheme vulnerable to factors that may affect these sectors in specific and may be subject to a greater level of market risk leading to increased volatility in the Scheme's NAV.

The scheme being close ended its units would be listed on a stock exchange. The scheme does not guarantee a liquid and active secondary market for its units on the stock exchange and hence the units may trade at a premium or discount to its NAV.

The Scheme is subject to the principal risks described below. Some or all of these risks may adversely affect Scheme's NAV, trading price, yield, total return and/or its ability to meet its objectives.

Investing in Equities:

- Investors may note that AMC/Fund Manager's investment decisions may not be always profitable, as actual market movements may be at variance with anticipated trends. Trading volumes, settlement periods and transfer procedures may restrict the liquidity of these investments. Different segments of the Indian financial markets have different settlement periods and such periods may be extended significantly by unforeseen circumstances. The inability of the Schemes to make intended securities purchases due to settlement problems could cause the Schemes to miss certain investment opportunities.
- The value of the Schemes' investments, may be affected generally by factors affecting securities markets, such as price and volume volatility in the capital markets, interest rates, currency exchange rates, changes in policies of the Government, taxation laws or any other appropriate authority policies

and other political and economic developments which may have an adverse bearing on individual securities, a specific sector or all sectors including equity and debt markets. Consequently, the NAV of the Units of the Schemes may fluctuate and can go up or down.

- The Mutual Fund may not be able to sell / lend out securities, which can lead to temporary illiquidity. There are risks inherent in securities lending, including the risk of failure of the other party, in this case the approved intermediary to comply with the terms of the agreement. Such failure can result in a possible loss of rights to the collateral, the inability of the approved intermediary to return the securities deposited by the lender and the possible loss of corporate benefits accruing thereon.
- Investors may note that dividend is due only when declared and there is no assurance that a company (even though it may have a track record of payment of dividend in the past) may continue paying dividend in future. As such, the schemes are vulnerable to instances where investments in securities may not earn dividend or where lesser dividend is declared by a company in subsequent years in which investments are made by schemes. As the profitability of companies are likely to vary and have a material bearing on their ability to declare and pay dividend, the performance of the schemes may be adversely affected due to such factors.
- Securities, which are not quoted on the stock exchanges, are inherently illiquid in nature and carry a larger amount of liquidity risk, in comparison to securities that are listed on the exchanges or offer other exit options to the investor, including a put option. Within the Regulatory limits, the AMC may choose to invest in unlisted securities that offer attractive yields. This may however increase the risk of the portfolio.
- While securities that are listed on the stock exchange carry lower liquidity risk, the ability to sell these investments is limited by the overall trading volume on the stock exchanges. The liquidity of the Schemes' investments is inherently restricted by trading volumes in the securities in which it invests.
- Fund manager endeavors to generate returns based on certain past statistical trend. The performance of the schemes may get affected if there is a change in the said trend. There can be no assurance that such historical trends will continue.
- In case of abnormal circumstances it will be difficult to complete the square off transaction due to liquidity being poor in stock futures/spot market. However fund will aim at taking exposure only into liquid stocks where there will be minimal risk to square off the transaction. The Schemes investing in foreign securities will be exposed to settlement risk, as different countries have different settlement periods.
- The schemes are also vulnerable to movements in the prices of securities invested by the schemes which again could have a material bearing on the overall returns from the schemes. These stocks, at times, may be relatively less liquid as compared to growth stocks.
- Changes in Government policy in general and changes in tax benefits applicable to mutual funds may impact the returns to investors in the Schemes or business prospects of the Company in any particular sector.

Risks associated with transaction in units through stock exchange mechanism

Units of the Schemes will be traded on BSE or any other recognised stock exchange. Debit/Credit of Units in investor's demat account on any Business Day will depend upon the order processing/settlement by BSE or such other exchange and their respective clearing corporations on which the Fund has no control. Further, transactions conducted through the stock exchange shall be governed by the operating guidelines and directives issued by BSE or such other recognised exchange in this regard.

Risk associated with close ended Schemes:

A close ended Scheme endeavors to achieve the desired returns only at the scheduled maturity of the Scheme. Investors who wish to exit/redeem before the scheduled maturity date may do so through the stock exchange mode, if they have opted to hold Units in a demat form, by mentioning their demat details on the NFO application form. For the units listed on the exchange, it is possible that the market price at which the units are traded may be at a discount to the NAV of such Units. Hence, Unit Holders who sell their Units in a Scheme prior to maturity may not get the desired returns.

Although the securities in the portfolio will have high market liquidity, there is a possibility that market liquidity could get impacted on account of company/sector/general market related events and there could be a price impact at maturity while liquidating the portfolio.

Risk Factors associated with Thematic Schemes:

Investing in thematic schemes is based on the premise that the Scheme will seek to invest in companies belonging to a specific sector / theme. This will limit the capability of the Scheme to invest in other sectors / theme.

These Schemes would invest in equity and equity related securities of companies engaged in the particular sector / theme and hence concentration risk is expected to be high.

Also, as with all equity investing, there is a risk that companies in that specific sector / theme will not achieve its expected earnings results, or that an unexpected change in the market or within the company will occur, both of which may adversely affect investment results. Thus investing in a sector /theme specific scheme could involve potentially greater volatility and risk.

Risk associated with Listed Schemes:

Investors who hold units in demat form and wish to exit/redeem may do so through the stock exchange mode. For the units listed on the exchange, it is possible that the market price at which the units are traded may be at a discount

to the NAV of such Units. Hence, Unit Holders who sell their Units in a Scheme on the exchange may not get the desired returns.

Absence of Prior Active Market

Although the scheme will be listed on stock exchange, there can be no assurance that an active secondary market will develop or be maintained.

Risk management strategies: The Scheme by utilizing a holistic risk management strategy will endeavor to manage risks associated with investing in equity and debt markets. The risk control process involves identifying & measuring the risk through various risk measurement tools.

The Scheme has identified following risks of investing in equity and debt Securities and designed risk management strategies, which are embedded in the investment process to manage such risks.

Risk and Description	Risk mitigants / management strategy
Risks associated with Equity investments	
Market Risk: The scheme is vulnerable to movements in the prices of securities invested by the scheme, which could have a material bearing on the overall returns from the scheme	Market risk is a risk which is inherent to an equity scheme. The Scheme may use derivatives to limit this risk.
Liquidity Risk: The liquidity of the Scheme's investments is inherently restricted by trading volumes in the securities in which it invests.	The liquidity of stocks that the Scheme invests into could be relatively low. The Scheme is a Close Ended Scheme and as such daily liquidity requirements are inherently not present. The Scheme will try to maintain a proper asset-liability match to ensure redemption / maturity payments are made on time and not affected by illiquidity of the underlying stocks.
Concentration Risk: Concentration risk represents the probability of loss arising from heavily lopsided exposure to a particular group of sectors or securities.	The Scheme will try and mitigate this risk by investing in sufficiently large number of companies so as to maintain optimum diversification and keep stock-specific/ sector-specific concentration risk relatively low.
Derivatives Risk: As and when the Scheme trades in the derivatives market there are risk factors and issues concerning the use of derivatives since derivative products are specialized instruments that require investment techniques and risk analyses different from those associated with stocks and bonds.	Derivatives will be used for the purpose of hedging/ portfolio balancing purposes or to improve performance and manage risk efficiently. Derivatives will be used in the form of Index Options, Index Futures, Stock Options and Stock Futures and other instruments as may be permitted by SEBI. All derivatives trade will be done only on the exchange with guaranteed settlement. No OTC contracts will be entered into.

Risks associated with Debt investments	
Risks and description	Risk mitigation strategy
Market Risk/Interest Rate Risk: As with all debt securities, changes in interest rates may affect the Scheme's Net Asset Value as the prices of securities generally increase as interest rates decline and generally decrease as interest rates rise. Prices of long-term securities generally fluctuate more in response to interest rate changes than do short-term securities. Indian debt markets can be volatile leading to the possibility of price movements up or down in fixed income securities and thereby to possible movements in the NAV.	The scheme will undertake the active portfolio management as per the investment objective to reduce the market risk. In a rising interest rates scenario the scheme will increase its investment in money market securities whereas if the interest rates are expected to fall the allocation to debt securities with longer maturity will be increased thereby mitigating risk to that extent.
Liquidity or Marketability Risk: This refers to the ease with which a security can be sold at or near to its valuation yield-to-maturity (YTM).	The Scheme may invest in government securities, corporate bonds and money market instruments. While the liquidity risk for government securities, money market instruments and short maturity corporate bonds may be low, it may be relatively high in case of medium to long maturity corporate bonds. Liquidity risk is today characteristic of the Indian fixed income market. The Scheme will however, endeavor to minimize liquidity risk by investing in securities having a liquid market.

Credit Risk: Credit risk or default risk refers to the risk that an issuer of a fixed income security may default (i.e., will be unable to make timely principal and interest payments on the security).	Management analysis will be used for identifying company specific risks. In order to assess financial risk a detailed assessment of the issuer's financial statements will be undertaken to review its ability to undergo stress on cash flows and asset quality. A detailed evaluation of accounting policies, off-balance sheet exposures, notes, auditors' comments and disclosure standards will also be made to assess the overall financial risk of the potential borrower. In case of securitized debt instruments, the Scheme will ensure that these instruments are sufficiently backed by assets.
Reinvestment Risk: This risk refers to the interest rate levels at which cash flows received from the securities in the Scheme are reinvested. The risk is that the rate at which interim cash flows can be reinvested may be lower than that originally assumed.	Reinvestment risks will be limited to the extent of coupons received on debt instruments, which will be a very small portion of the portfolio value.

Risks associated with Equity and Debt Investment

Risks and description	Risk mitigation strategy
Currency Risk: The Schemes will invest in foreign securities as permitted by the concerned regulatory authorities in India. Since the assets will be invested in securities denominated in foreign currency (US\$), the INR equivalent of the net assets, distributions and income may be adversely affected by changes / fluctuations in the value of the foreign currencies relative to the INR.	The scheme subject to applicable regulations shall have the option to enter into forward contracts for the purposes of hedging against the foreign exchange fluctuations. The Schemes may employ various measures (as permitted by SEBI/RBI) including but not restricted to currency hedging (such as currency options and forward currency exchange contracts, currency futures, written call options and purchased put options on currencies and currency swaps), to manage foreign exchange movements arising out of investment in foreign securities. All currency derivatives trade, if any will be done only through the stock exchange platform.

PLANS/OPTIONS UNDER THE SCHEME

Plans	ICICI Prudential Bharat Consumption Fund – Series 2; and ICICI Prudential Bharat Consumption Fund – Series 2 - Direct Plan		
Default Plan (if no plan is selected)	ARN Code mentioned/ not mentioned by the investor	Plan mentioned by the investor	Default Plan
	Not mentioned	Not mentioned	ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan
	Not mentioned	ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan	ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan
	Not mentioned	ICICI Prudential Bharat Consumption Fund – Series 2	ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan
	Mentioned	ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan	ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan
	Direct	Not Mentioned	ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan
	Direct	ICICI Prudential Bharat Consumption Fund – Series 2	ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan
	Mentioned	ICICI Prudential Bharat Consumption Fund – Series 2	ICICI Prudential Bharat Consumption Fund – Series 2
	Mentioned	Not Mentioned	ICICI Prudential Bharat Consumption Fund – Series 2
Options/ sub-options	Cumulative Option and Dividend Option (with Dividend Payout and Dividend Transfer Plan facilities)		
Default Option	Cumulative Option		

In cases of wrong/ invalid/ incomplete ARN codes mentioned on the application form, the application shall be processed under ICICI Prudential Bharat Consumption Fund – Series 2. The AMC shall contact and obtain the correct ARN code within 30 calendar days of the receipt of the application form from the investor/ distributor. In case, the correct code is not received within 30 calendar days, the AMC shall reprocess the transaction under ICICI Prudential Bharat Consumption Fund – Series 2 - Direct Plan from the date of application without any exit load.

The Scheme will have tenure of 1300 days from the date of allotment of Units.

All the Plans and Options under the Scheme will have common portfolio.

ICICI Prudential Bharat Consumption Fund – Series 2 – Direct Plan is only for investors who purchase /subscribe Units in a Scheme directly with the Fund.

Dividends, if declared, will be paid (subject to deduction of tax at source, if any) to those Unit holders whose names appear in the Register of Unit holders on the record date. In case of Units held in dematerialized mode, the Depositories (NSDL/ CDSL) will give the list of demat account holders and the number of Units held by them in electronic form on the Record date to the Registrars and Transfer Agent of the Mutual Fund. Further, the Trustee at its sole discretion may declare dividend. However, it must be distinctly understood that the actual declaration of dividend and the frequency thereof will inter-alia, depend on the availability of distributable profits as computed in accordance with SEBI Regulations. The decision of the Trustee in this regard shall be final. On payment of dividends, the NAV will stand reduced by the amount of dividend and dividend tax (if applicable) paid.

The Trustees reserve the right to introduce/ alter/ extinguish any of the option at a later date.

LIQUIDITY:

No redemption/repurchase of units shall be allowed prior to the maturity of the Scheme. Investors wishing to exit may do so, only in demat mode, by selling through BSE Limited or any of the stock exchange(s) where units of the Scheme will be listed as the Trustee may decide from time to time.

MATURITY PROCEEDS:

The Scheme shall be fully redeemed/ switched-out at the end of the maturity period.

The Scheme will have tenure of 1300 days from the date of allotment of Units.

The Scheme will come to an end on the maturity date. On maturity of the Scheme, the outstanding Units shall either be redeemed and proceeds will be paid to the Unitholder or will be switched-out to any existing open ended scheme of the Mutual Fund in the respective options, as opted by the unitholder, as the case may be. If the investor does not select any of the aforesaid options then the units of the scheme will be redeemed by default.

The switch option/facility as mentioned above shall not be applicable for Units held in demat form. Maturity proceeds would be payable to investors as per the bank details provided in beneficiary position details received from depositories, in case of units held in demat form.

If the maturity date falls on a non-business day, the immediately following business day will be considered as the maturity date for the Scheme.

The Trustee reserves the right to suspend/ deactivate / freeze trading, ISIN of the Scheme. With respect to closure of the Scheme at the time of maturity, trading of units on stock exchange will automatically get suspended from the effective date mentioned in the notice. The proceeds on maturity will be payable to the persons whose names are appearing in beneficiary position details received from depositories after the suspension/deactivation /freezing of ISIN.

APPLICABLE NAV

Being a Close-ended Scheme, units of the Scheme can be purchased during New Fund Offer period only.

The units will be issued in respect of valid applications received upto the closure of banking hours of the last day of New Fund Offer Period or otherwise specifically mentioned in the Scheme Information Document alongwith a local cheque or a demand draft payable at par at the place where the application is received.

Units cannot be subscribed after the closure of NFO. After the NFO, the persons can invest in the Scheme only through demat mode by purchasing the units on BSE or any other Stock Exchange where the Scheme will list its units.

Investors can also subscribe to the New Fund Offer (NFO) through ASBA facility.

Outstation Cheques/Demand Drafts will not be accepted.

MICR cheques, Transfer cheques and Real Time Gross Settlement (RTGS) requests will be accepted till the end of business hours up to April 26, 2018. Switch-in request from equity schemes and non-equity schemes will be accepted upto April 26, 2018, till the cut-off time applicable for switches.

Switch-in request from ICICI Prudential US Bluechip Equity Fund and ICICI Prudential Global Stable Equity Fund will not be accepted.

Switch into the Scheme

Investors are requested to note that they can submit a switch in request into this scheme only during the NFO period by switching out from any of the existing Close Ended Scheme. The switch out transaction will be processed based on the applicable Net Asset Value (NAV) on the date of maturity of such Close ended Scheme. The maturity date of such close ended schemes should fall during the New Fund Offer period of the scheme.

For switch-in requests from the open ended schemes received during the New Fund Offer Period (NFO) under the Scheme, the switch-out requests from such Scheme will be effected based on the applicable NAV of such Scheme, as on the day of receipt of the switch request, subject to applicable cut-off timing provisions. However, the switch-in requests under the Scheme will be processed on the date of the allotment of the Units.

Switch out from the Scheme

Investors are requested to note that a facility has been enabled for submitting switch out requests during the New Fund Offer period or at any time before maturity of the Scheme. The switch out transaction will be processed based on the applicable Net Asset Value (NAV) on the date of maturity.

This facility is enabled for switch to any of the schemes whose New Fund Offer period is running at the time of the maturity date of the Scheme or to any existing open-ended schemes (except Exchange Traded Funds) of ICICI Prudential Mutual Fund. The switch-in requests in these schemes will be effected based on the applicable NAV of these schemes, subject to applicable cut-off timing provisions.

This option/facility shall not be applicable for Units held in demat form. Also, conversion of physical unit to demat mode will nullify any existing/ future switch request. Investors are requested to note that switch out requests once submitted may be cancelled at later date when submitted in the specified format.

Unit holders are requested to carefully read the Scheme Information Document of the relevant switch-in scheme before exercising this option.

MINIMUM APPLICATION AMOUNT:

Rs.5000/- (plus in multiples of Rs.10). Minimum application amount is applicable for switch-ins made during the New Fund Offer period as well.

Directly on the stock exchanges: There is no minimum investment, although the Units can be purchased/ sold in round lots of 1 unit.

DESPATCH OF REDEMPTION REQUEST:

No redemption/ repurchase of units shall be allowed prior to the maturity of the Scheme. Investors wishing to exit may do so by selling their units through stock exchanges. The scheme shall be fully redeemed on the date of maturity and redemption proceeds shall be paid out within 10 business days, subject to availability of all relevant documents and details.

BENCHMARK INDEX:

The performance of the Scheme would be benchmarked against Nifty India Consumption Index.

The Trustees reserve the right to change the benchmark in future if a benchmark better suited to the investment objective of the Scheme is available.

DIVIDEND POLICY:

The Trustee may declare Dividend to the Unit holders under the Scheme subject to the availability of distributable surplus and the actual distribution of Dividends and the frequency of distribution will be entirely at the discretion of the Trustee. Such Dividend will be payable to the Unit holders whose names appear on the register of Unit holders on the record date as fixed for the Scheme. The Dividend declared will be paid net of tax deducted at source, wherever applicable, to the Unit holders within 30 days from the declaration of the Dividend. There is no assurance or guarantee to the Unit holders as to the rate of Dividend distribution nor that will the Dividend be paid regularly. If the Fund declares Dividend, the NAV of the Scheme will stand reduced by the amount of Dividend and Dividend distribution tax (if applicable) paid. All the Dividend payments shall be in accordance and compliance with SEBI, BSE Regulation, as applicable from time to time. The treatment of unclaimed redemption and dividend amounts will be as per SEBI circular dated February 25, 2016.

Dividend Transfer Plan (DTP)

Investors may note that DTP will be available under the Scheme whereby if the investor opts for this facility, the dividend declared will be automatically invested into any open-ended scheme (Target Scheme) of the Fund. The amount to the extent of distribution will be automatically invested on the ex-dividend date into the Target Scheme selected by the investor, at the applicable NAV of that scheme.

The provision of "Minimum Application Amount" specified in the SID of the respective Target Scheme will not be applicable for DTP facility.

NAME OF THE FUND MANAGERS:

Mr. Mrinal Singh is the fund manager of the Scheme.

Mr. Priyanka Khandelwal – For investments in ADR/GDR and other foreign securities under the Scheme. Since the Scheme is a new Scheme, tenure of the Fund Managers is not available.

NAME OF THE TRUSTEE COMPANY:

ICICI Prudential Trust Limited

PERFORMANCE OF THE SCHEME:

The Scheme does not have any performance track record.

ADDITIONAL DISCLOSURES:

SCHEME PORTFOLIO HOLDINGS: Since the Scheme is a new Scheme, Top 10 Holdings and Sector wise Holdings are not available.

SCHEME'S PORTFOLIO TURNOVER RATIO: Since the Scheme is a new Scheme, Portfolio Turnover Ratio is not available.

EXPENSES OF THE SCHEME:**Load Structure:**

Entry Load: Not Applicable. In terms of SEBI circular no. SEBI/IMD/CIR No. 4/168230/09 dated June 30, 2009 has notified that, w.e.f. August 01, 2009, there will be no entry load charged to the schemes of the Mutual Fund and the upfront commission to distributors will be paid by the investor directly to the distributor, based on his assessment of various factors including the service rendered by the distributor.

Exit Load

Since the Scheme will be listed on the stock exchange, there will be no exit load applicable.

Investors shall note that the brokerage on sale of the units of the Schemes on the stock exchanges shall be borne by the investors.

Recurring Expenses:

As per the Regulations, the maximum recurring expenses that can be charged to the Scheme shall be subject to a percentage limit of daily net assets as in the table below:

First Rs.100 crore	Next Rs.300 crore	Next Rs.300 crore	Over Rs.700 crore
2.50%	2.25%	2.00%	1.75%

The above table excludes additional expenses that can be charged towards: i) 30 bps for gross new inflows from specified cities and ii) Goods and Services Tax on investment management and advisory fees. The same is more specifically elaborated below.

Pursuant to SEBI circular no. CIR/IMD/DF/21/2012 dated September 13, 2012, SEBI (Mutual Funds) Second Amendment Regulations, 2012, and SEBI/HO/IMD/DF2/ CIR/P/2018/16 dated February 02, 2018 following additional costs or expenses may be charged to the scheme, namely:

(i) The AMC may charge Goods and Services Tax on investment and advisory fees to the Scheme of the Fund in addition to the maximum limit of total expenses ratio as prescribed in Regulation 52 of the Regulations, whereas Goods and Services Tax on other than investment and advisory fees, if any, shall be borne by the scheme within the maximum limit as per regulation 52 of the Regulations.

(ii) Expenses not exceeding of 0.30 per cent of daily net assets, if the new inflows from such cities as specified by the Securities and Exchange Board of India, from time to time are at least –

- 30 per cent of the gross new inflows into the Scheme, or;
- 15 per cent of the average assets under management (year to date) of the Scheme,

whichever is higher;

Provided that if inflows from such cities are less than the higher of the above, such expenses on daily net assets of the Scheme shall be charged on proportionate basis;

Provided further that expenses charged under this clause shall be utilised for distribution expenses incurred for bringing inflows from such cities;

Provided further that amount incurred as expense on account of inflows from such cities shall be credited back to the Scheme in case the said inflows are redeemed within a period of one year from the date of investment.

At least 2 basis points on daily net assets within the maximum limit of overall expense Ratio shall be annually set apart for investor education and awareness initiatives.

Further, the brokerage and transaction cost incurred for the purpose of execution of trade may be capitalized to the extent of 12 bps and 5 bps for cash market transactions and derivative transactions respectively. Any payment towards brokerage and transaction cost, over and above the said 12 bps and 5 bps for cash market transactions and derivatives transactions respectively may be charged to the scheme within the maximum limit of Total Expense Ratio as prescribed under regulation 52 of the SEBI (Mutual Funds) Regulations, 1996. Goods and Services Tax on brokerage and transaction cost paid for execution of trade, if any, shall be within the limit prescribed under regulation 52 of the Regulations.

Subject to Regulations, expenses over and above the prescribed limit shall be borne by the Asset Management Company.

ACTUAL EXPENSES FOR THE PREVIOUS FINANCIAL YEAR:

Not Applicable as the Scheme is new.

WAIVER OF LOAD FOR DIRECT APPLICATIONS:

Not applicable.

TAX BENEFITS OF INVESTING IN THE MUTUAL FUND:

Investors are advised to refer to Statement of Additional Information (SAI) available on the website of AMC viz; icicpruamc.com and also independently refer to the tax advisor.

PUBLICATION OF DAILY NET ASSET VALUE (NAV):

The AMC will calculate and disclose the first NAV within 5 business days from the date of allotment. Subsequently, the NAV will be calculated and disclosed at the close of every business day. NAV shall be published at least in two daily newspapers having circulation all over India. NAV shall be made available at all Customer Service Centers of the AMC. AMC shall update the NAVs on the website of Association of Mutual Funds in India - AMFI (www.amfiindia.com) and AMC website (www.icicpruamc.com) by 9:00 p.m. on every Business Day.

FOR INVESTOR GRIEVANCES PLEASE CONTACT:

Name and Address of Registrar	Name, address, telephone number, fax number, e-mail address of ICICI Prudential Mutual Fund
Computer Age Management Services Private Limited (CAMS), New No 10. Old No. 178, Opp. to Hotel Palm Grove, MGR Salai (K.H.Road), Chennai - 600 034	Mr. Yatin Suvarna - Investor Relations Officer, ICICI Prudential Asset Management Company Limited 2 nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai-400 063 Tel No.: 022-26852000, Fax No.: 022-2686 8313 e-mail - enquiry@icicpruamc.com

UNITHOLDERS' INFORMATION:

The AMC shall disclose portfolio of all the schemes on the website www.icicpruamc.com alongwith ISIN on a monthly basis as on last day of each month, on or before tenth day of the succeeding month.

The Fund shall before the expiry of one month from the close of each half year, that is as on March 31 and September 30, publish its scheme portfolios in one English daily newspaper having all India circulation and in a newspaper published in the language of the region where the Head Office of the AMC is situated in the prescribed format and update the same on AMC's website at www.icicpruamc.com and AMFI's website www.amfiindia.com.

In terms of Regulations 59 and SEBI circular no. CIR/IMD/DF/21/2012 dated September 13, 2012, the AMC shall within one month from the close of each half year, that is on 31st March and on 30th September, host a soft copy of its unaudited financial results on their website. The half-yearly unaudited report shall contain details as specified in Twelfth Schedule and such other details as are necessary for the purpose of providing a true and fair view of the operations of the mutual fund. Further, the AMC shall publish an advertisement disclosing the hosting of such financial results on their website, in at least one English daily newspaper having nationwide circulation and in a newspaper having wide circulation published in the language of the region where the Head Office of the mutual fund is situated.

It is hereby notified that wherever the investor(s) has/have provided his/their e-mail address in the application form in any of the folio belonging to the investor(s), the Fund/ Asset Management Company reserves the right to use Electronic Mail (e-mail) as a default mode to send various communications for transactions done by the investor(s).

SEEDING OF AADHAAR NUMBER: Investors are requested to note that the Ministry of Finance (Department of Revenue) in consultation with the Reserve Bank of India has made certain amendments to the Prevention of Money-laundering (Maintenance of Records) Rules, 2005, namely, the Prevention of Money-laundering (Maintenance of Records) Second Amendment Rules, 2017. These Rules have come into force with effect from June 1, 2017. These Rules, inter alia, make it mandatory for investors to submit Aadhaar number issued by the Unique Identification Authority of India (UIDAI) in respect of their investments. For more details, refer SAI.

TRANSACTION CHARGES

Pursuant to SEBI Circular No. Cir/ IMD/ DF/13/ 2011 dated August 22, 2011 transaction charge per subscription of Rs.10,000/- and above may be charged in the following manner:

- i. The existing investors may be charged Rs.100/- as transaction charge per subscription of Rs.10,000/- and above;
- ii. A first time investor may be charged Rs.150/- as transaction charge per subscription of Rs.10,000/- and above.

There shall be no transaction charge on subscription below Rs. 10,000/- and on transactions other than purchases/ subscriptions relating to new inflows.

However, the option to charge "transaction charges" is at the discretion of the distributors. Investors may note that distributors can opt to receive transaction charges based on 'type of the Scheme'. Accordingly, the transaction charges would be deducted from the subscription amounts, as applicable.

Transaction charges shall also be deducted on purchases/subscriptions received through non-demat mode from the investors investing through a valid ARN holder i.e. AMFI Registered Distributor (provided the distributor has opted-in to receive the transaction charges) in respect of transactions routed through Stock Exchange(s) platform viz. NSE Mutual Fund Platform ("NMF-II") and BSE Mutual Fund Platform ("BSE STAR MF").

The aforesaid transaction charge shall be deducted by the Asset Management Company from the subscription amount and paid to the distributor, as the case may be and the balance amount shall be invested in the relevant scheme opted by the investor.

However, upfront commission to distributors will be paid by the investor directly to the distributor, based on his assessment of various factors including the service rendered by such distributor.

Transaction Charges shall not be deducted if:

- Purchase/Subscription made directly with the fund through any mode (i.e. not through any distributor/agent).
- Purchase/ subscription made in demat mode through stock Exchange, irrespective of investment amount.

CAS/ Statement of account shall state the net investment (i.e. gross subscription less transaction charge) and the number of units allotted against the net investment.

CONSOLIDATED ACCOUNT STATEMENT (CAS):

1. The Consolidated Account Statement (CAS) for each calendar month will be issued on or before tenth day of succeeding month to the investors who have provided valid Permanent Account Number (PAN). Further, CAS will be sent via email where any of the folios consolidated has an email id or to the email id of the first unit holder as per KYC records.

2. For folios not included in the Consolidated Account Statement (CAS), the AMC shall henceforth issue account statement to the investors on a monthly basis, pursuant to any financial transaction in such folios on or before tenth day of succeeding month.

In case of a New Fund Offer Period (NFO), the AMC shall send confirmation specifying the number of units allotted to the applicant by way of a physical account statement or an email and/or SMS's to the investor's registered address and/or mobile number not later than five business days from the date of closure of the NFO.

3. In case of a specific request received from the unit holder, the AMC shall provide the account statement to the investors within 5 business days from the receipt of such request.

4. In the case of joint holding in a folio, the first named Unit holder shall receive the CAS/account statement. The holding pattern has to be same in all folios across Mutual Funds for CAS.

Further, in case if no transaction has taken place in a folio during the period of six months ended September 30 and March 31, the CAS detailing the holdings across all Schemes of all mutual funds, shall be emailed at the registered email address of the unitholders on half yearly basis, on or before tenth day of succeeding month, unless a specific request is made to receive the same in physical form.

Each CAS issued to the investors shall also provide the total purchase value / cost of investment in each scheme.

Further, CAS issued for the half-year (September/ March) shall also provide:

- a. The amount of actual commission paid by AMCs/Mutual Funds (MFs) to distributors (in absolute terms) during the half-year period against the concerned investor's total investments in each MF scheme. The term 'commission' here refers to all direct monetary payments and other payments made in the form of gifts / rewards, trips, event sponsorships etc. by AMCs/MFs to distributors. Further, a mention may be made in such CAS indicating that the commission disclosed is gross commission and does not exclude costs incurred by distributors such as Goods and Services Tax (wherever applicable, as per existing rates), operating expenses, etc.
- b. The scheme's average Total Expense Ratio (in percentage terms) for the half-year period for each scheme's applicable plan, where the concerned investor has actually invested in.

Such half-yearly CAS shall be issued to all MF investors, excluding those investors who do not have any holdings in MF schemes and where no commission against their investment has been paid to distributors, during the concerned half-year period.

In case of the units are held in dematerialized (demat) form, the statement of holding of the beneficiary account holder will be sent by the respective Depository Participant periodically.

CAS for investors having Demat account:

- Investors having MF investments and holding securities in Demat account shall receive a single Consolidated Account Statement (CAS) from the Depository.
- Consolidation of account statement shall be done on the basis of Permanent Account Number (PAN). In case of multiple holding, it shall be PAN of the first holder and pattern of holding. The CAS shall be generated on a monthly basis.
- If there is any transaction in any of the Demat accounts of the investor or in any of his mutual fund folios, depositories shall send the CAS within ten days from the month end. In case, there is no transaction in any of the mutual fund folios and demat accounts then CAS with holding details shall be sent to the investor on half yearly basis.
- In case an investor has multiple accounts across two depositories, the depository with whom the account has been opened earlier will be the default depository.

The dispatch of CAS by the depositories would constitute compliance by the AMC/ the Mutual Fund with the requirement under Regulation 36(4) of SEBI (Mutual Funds) Regulations.

However, the AMC reserves the right to furnish the account statement in addition to the CAS, if deemed fit in the interest of investor(s).

MAILING OF SCHEME WISE ANNUAL REPORT OR ABRIDGED SUMMARY:

Pursuant to Securities and Exchange Board of India (Mutual Funds) (Amendments) Regulations, 2011 dated August 30, 2011 read with SEBI circular No. Cir/ IMD/ DF/16/ 2011 dated September 8, 2011, the unit holders are requested to note that scheme wise annual report and/or abridged summary of annual reports of the Schemes of the Fund shall be sent to the unit holders only by email at their email address registered with the Fund.

Physical copies of the annual report or abridged summary of annual reports will be sent to those Unit holders whose email address is not available with the Fund and/or who have specifically requested or opted for the same. The unit holders are requested to update/ provide their email address to the Fund for updating the database. Physical copy of the scheme wise annual report or abridged summary will be available to the unit holders at the registered office of the Fund/AMC. A separate link to scheme annual report or abridged summary is available on the website of the Fund.

As per regulation 56(3) of the Regulations, copy of Schemewise Annual Report shall be also made available to unitholder on payment of nominal fees. Further as per Securities and Exchange Board of India (Mutual Funds) (Third Amendment) Regulations, 2008

Notification dated September 29, 2008 & SEBI Circular No. SEBI/IMD/CIR No. 10/141712/ 08 October 20, 2008, the schemewise Annual Report of a mutual fund or an abridged summary shall be mailed to all unitholders as soon as may be possible but not later than four months from the date of closure of the relevant accounts year.

CASH INVESTMENTS IN THE SCHEME:

Pursuant to SEBI circular dated September 13, 2012 and SEBI circular dated May 22, 2014, it is permitted to accept cash transactions to the extent of Rs. 50,000/- subject to compliance with Prevention of Money Laundering Act, 2002 and Rules framed there under and the SEBI Circular(s) on Anti Money Laundering (AML) and other applicable AML rules, regulations and guidelines. Provided that the limit shall be applicable per investor for investments done in a financial year across all schemes of the Mutual Fund, subject to sufficient systems and procedures

in place for such acceptance. However any form of repayment either by way of redemption, dividend, etc. with respect to such cash investment shall be paid only through banking channel.

The Asset Management Company is in process of implementing adequate systems and controls to accept Cash Investment in the Scheme. Information in this regard will be provided to Investors as and when the facility is made available.

MULTIPLE BANK ACCOUNTS:

The unit holder/ investor can register multiple bank account details under its existing folio by submitting separate form available on the website of the AMC at www.icicipruamc.com. Individuals/HuF can register upto 5 different bank accounts for a folio, whereas non-individuals can register upto 10 different bank accounts for a folio.

Note: The Scheme under this Scheme Information Document was approved by the Directors of ICICI Prudential Trust Limited vide circular resolution dated January 04, 2018.

For and on behalf of the Board of Directors of
ICICI Prudential Asset Management Company Limited

Sd/-

Nimesh Shah
Managing Director

Place: Mumbai

Date: April 02, 2018



ICICI Prudential Bharat Consumption Fund - Series 2
(A Close Ended Equity Scheme following Consumption Theme)

Application No.

Application Form for Resident Indians and NRIs/PIOs. Investor must read Key Information Memorandum and Instructions before completing this form. All sections to be completed in ENGLISH in BLACK / BLUE COLOURED INK and in BLOCK LETTERS.

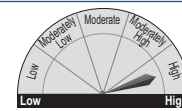
New Fund Offer Opens on **April 12, 2018**
New Fund Offer Closes on **April 26, 2018**

This Product is suitable for investors who are seeking*:

- Long term wealth creation.
- A close ended equity scheme that aims to provide capital appreciation by investing in a well-diversified portfolio of stocks that could benefit from growth in consumption and related activities.

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

Riskometer



Investors understand that their principal will be at high risk

BROKER CODE (ARN CODE)/ ARN-48012	SUB-BROKER ARN CODE	SUB-BROKER CODE (As allotted by ARN holder)	Employee Unique Identity (EUIIN) E-053085
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#By mentioning RIA code, I/we authorize you to share with the Investment Adviser the details of my/our transactions in the scheme(s) of ICICI Prudential Mutual Fund.

Declaration for "execution-only" transaction (only where EUIIN box is left blank) (Refer Instruction No. X). - I/We hereby confirm that the EUIIN box has been intentionally left blank by me/us as this is an "execution-only" transaction without any interaction or advice by the employee/relationship manager/sales person of the above distributor or notwithstanding the advice of in-appropriateness, if any, provided by the employee/relationship manager/sales person of the distributor and the distributor has not charged any advisory fees on this transaction.

SIGNATURE OF SOLE / FIRST APPLICANT	SIGNATURE OF SECOND APPLICANT	SIGNATURE OF THIRD APPLICANT
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TRANSACTION CHARGES FOR APPLICANTS THROUGH DISTRIBUTORS ONLY [Refer Instruction IX]

In case the subscription (lumpsum) amount Rs 10,000/- or more and your Distributor has opted to receive transactions charges, Rs 150/- (for first time mutual fund investor) or Rs 100/- (for investor other than first time mutual fund investor) will be deducted from the subscription amount and paid the distributor. Units will be issued against the balance amount invested.

Upfront commission shall be paid directly by the investor to the AMFI registered Distributors based on the investors' assessment of various factors including the service rendered by the distributor.

Investors' names should be as per Aadhaar

1 EXISTING UNITHOLDERS INFORMATION - (If you have an existing folio no. with PAN & KYC validation, please mention your name & folio No. and proceed to Step 4)

Name	Mr. Ms. M/s	FIRST	MIDDLE	LAST	FOLIO No.								
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2 APPLICANT(S) DETAILS [Please Refer to Instruction No. II (b)] (Names should be as per Aadhaar)

Sole/1st Applicant	Mr. Ms. M/s	FIRST	MIDDLE	LAST	Date of Birth**	D	D	M	M	Y	Y	Y	Y
--------------------	-------------	-------	--------	------	-----------------	---	---	---	---	---	---	---	---

PAN/PEKRN*	KYC Id No.¥	Enclosed (Please ✓)* <input type="radio"/> KYC Acknowledgement Letter	AADHAAR No. [Refer Instruction No.II(b)(11)]
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NAME OF GUARDIAN (in case First/Sole applicant is minor)/CONTACT PERSON-DESIGNATION/PoA HOLDER (in case of Non-Individual Investors)	Date of Birth										
Mr. Ms.	FIRST	MIDDLE	LAST	D	D	M	M	Y	Y	Y	Y

PAN/PEKRN* <input type="checkbox"/> KYC Proof Attached (Mandatory)	Relationship with Minor applicant: <input type="radio"/> Natural guardian <input type="radio"/> Court appointed guardian	AADHAAR No. [Refer Instruction No.II(b)(11)]
KYC Id No.¥		

2ND APPLICANT (Name should match with Aadhaar Card)	Date of Birth										
Mr. Ms. M/s	FIRST	MIDDLE	LAST	D	D	M	M	Y	Y	Y	Y

PAN/PEKRN*	KYC Id No.¥ <input type="radio"/> KYC Proof Attached (Mandatory)	AADHAAR No. [Refer Instruction No.II(b)(11)]
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3RD APPLICANT (Name should match with Aadhaar Card)	Date of Birth										
Mr. Ms. M/s	FIRST	MIDDLE	LAST	D	D	M	M	Y	Y	Y	Y

PAN/PEKRN*	KYC Id No.¥ <input type="radio"/> KYC Proof Attached (Mandatory)	AADHAAR No. [Refer Instruction No.II(b)(11)]
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If mandatory information left blank, the application is liable to be rejected. ¥ Individual client who has registered under Central KYC Records Registry (CKYCR) has to fill the 14 digit KYC Identification Number (KIN).

3 BANK ACCOUNT (PAY-OUT) DETAILS OF SOLE/FIRST APPLICANT [Please Refer to Instruction No. III]

Mandatory information - If left blank the application is liable to be rejected. (Mandatory to attach proof, in case the pay-out bank account is different from the source bank account.) For unit holders opting to hold units in demat form, please ensure that the bank account linked with the demat account is mentioned here.

MANDATORY Account Number	Account Type <input type="radio"/> Savings <input type="radio"/> Current <input type="radio"/> NRO <input type="radio"/> NRE <input type="radio"/> FCNR
--------------------------	---

Name of Bank	
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Branch Name	Branch City
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9 Digit MICR code	11 Digit IFSC Code	Enclosed (Please ✓): <input type="checkbox"/> Bank Account Details Proof Provided.
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4 YOUR INVESTMENT DETAILS OF ICICI PRUDENTIAL BHARAT CONSUMPTION FUND - SERIES 2

PLAN [Please tick (✓)]:	<input checked="" type="checkbox"/> ICICI Prudential Bharat Consumption Fund - Series 2	OPTION [Please tick (✓)]:	<input type="checkbox"/> Dividend Payout option <input type="checkbox"/> Cumulative option <input type="checkbox"/> Dividend Transfer Plan (DTP)
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If the investor has selected Dividend Transfer Plan option, please fill in the Target Scheme details below:

Target Scheme (Any of the open ended schemes of ICICI Prudential Mutual Fund in which the dividend declared to be transferred):

Scheme Name: ICICI Prudential _____

Plan: _____

Option & Sub-option: _____

5 PAYMENT DETAILS

Amount Invested **Cheque/DD No.** **Cheque/DD Date** **Account Type (For NRI Investors)** NRO NRE FCNR

BANK DETAILS Same as above [Please tick (✓) if yes] Different from above [Please tick (✓) if it is different from above and fill in the bank details below]

Account Number **Account Type** Savings Current NRO NRE FCNR

BANK NAME, BRANCH & ADDRESS:

City

The cheque/demand draft should be drawn in favour of "ICICI Prudential Bharat Consumption Fund - Series 2" and crossed "Account Payee Only". The cheque/demand draft should be payable at the centre where the application is lodged. For third party investment, refer instruction no. XIV.

6 TRIGGER ON MATURITY OF THE SCHEME

Investor will have the option to set trigger at the time of application. On maturity, all the units can be switched into one of the pre-selected open-ended schemes of ICICI Prudential Mutual Fund. The trigger facility is available only for the investor who holds units under physical mode. (Please read the instruction no. XVI)

SOURCE SCHEME: ICICI Prudential Bharat Consumption Fund - Series 2 **TARGET SCHEME:** (Please mention any of the open-ended schemes of ICICI Prudential Mutual Fund as target scheme) ICICI Prudential _____ (If an investor fails to specify the option, he will be allotted units under the default option/sub-option of the Target scheme.)

I/We have read and understood the terms and conditions applicable to the trigger facility and am/are fully aware of the risk associated with such event. I/We have read and understood the Scheme Information Document (SID)/ Statement of Additional Information (SAI) and Key Information Memorandum (KIM) of the Target Scheme and have understood the investment objectives, investment pattern and risk factors applicable to the Target Scheme. I/We have not received nor been induced by any rebate or gifts, directly or indirectly, in opting the Trigger facility.

SIGNATURE(S) (If the investor does not sign then the units will, by default, be redeemed and proceeds will be paid to the Unit holder.)

SIGNATURE OF SOLE / FIRST APPLICANT SIGNATURE OF SECOND APPLICANT SIGNATURE OF THIRD APPLICANT

7 MODE OF HOLDING

Single Joint Anyone or Survivor (Default)

8 TAX STATUS [Please tick (✓)]

Resident Individual NRI Partnership FIRM Government Body Foreign Portfolio Investor QFI
 On behalf of Minor Foreign National Company AOP/BOI Defence Establishment NON Profit Organization/Charities
 HUF Body Corporate Private Limited Company FII Public limited company Bank
 Financial Institution Trust/Society/NGO Limited Partnership (LLP) Sole Proprietorship Others (Please specify) _____

9 DEMAT ACCOUNT DETAILS (Optional - Please refer Instruction No. VIII)

NSDL: Depository Participant (DP) ID (NSDL only) **Beneficiary Account Number (NSDL only)** **CDSL: Depository Participant (DP) ID (CDSL only)**

10 CORRESPONDENCE DETAILS OF SOLE/FIRST APPLICANT:

Correspondence Address (Please provide full address)* **Overseas Address (Mandatory for NRI / FII Applicants)**

HOUSE / FLAT NO. HOUSE / FLAT NO.

STREET ADDRESS STREET ADDRESS

CITY / TOWN STATE CITY / TOWN STATE

COUNTRY PIN CODE COUNTRY PIN CODE

Tel. Office Residence Mobile

Email [£]

Please if you wish to receive Account statement / Annual Report/ Other statutory information via Post instead of Email

Please any of the frequencies to receive **Account Statement through e-mail** [£]: Daily Weekly Monthly Quarterly Half Yearly Annually

* Mandatory information – If left blank the application is liable to be rejected. [#] Name of Guardian/Contact Person is Mandatory in case of Minor/Non-Individual Investor.
 ** Mandatory in case the Sole/First applicant is minor. For documents to be submitted on behalf of minor folio refer instruction II-b(3)
[£] For email communication please refer to instruction no. VI

11 FATCA AND CRS DETAILS FOR INDIVIDUALS (Including Sole Proprietor) (Mandatory)

Non-Individual investors should mandatorily fill separate FATCA Form (Annexure II)

The below information is required for all applicants/guardian

	Place/City of Birth	Country of Birth	Country of Citizenship / Nationality
First Applicant / Guardian	<input type="text"/>	<input type="text"/>	<input type="radio"/> Indian <input type="radio"/> U.S. <input type="radio"/> Others (Please specify) _____
Second Applicant	<input type="text"/>	<input type="text"/>	<input type="radio"/> Indian <input type="radio"/> U.S. <input type="radio"/> Others (Please specify) _____
Third Applicant	<input type="text"/>	<input type="text"/>	<input type="radio"/> Indian <input type="radio"/> U.S. <input type="radio"/> Others (Please specify) _____

Are you a tax resident (i.e., are you assessed for Tax) in any other country outside India? Yes No [Please tick (✓)]

If 'YES' please fill for ALL countries (other than India) in which you are a Resident for tax purpose i.e. where you are a Citizen/Resident / Green Card Holder / Tax Resident in the respective countries.

	Country of Tax Residency	Tax Identification Number or Functional Equivalent	Identification Type (TIN or other please specify)	If TIN is not available please tick (✓) the reason A, B or C (as defined below)
First Applicant / Guardian	<input type="text"/>	<input type="text"/>	<input type="text"/>	Reason : A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>
Second Applicant	<input type="text"/>	<input type="text"/>	<input type="text"/>	Reason : A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>
Third Applicant	<input type="text"/>	<input type="text"/>	<input type="text"/>	Reason : A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>

- Reason A ⇒ The country where the Account Holder is liable to pay tax does not issue Tax Identification Numbers to its residents.
- Reason B ⇒ No TIN required (Select this reason Only if the authorities of the respective country of tax residence do not require the TIN to be collected)
- Reason C ⇒ Others, please state the reason thereof: _____

Address Type of Sole/1st Holder: Residential Registered Office Business | **Address Type of 2nd Holder:** Residential Registered Office Business | **Address Type of 3rd Holder:** Residential Registered Office Business

Annexure I and Annexure II are available on the website of AMC i.e. www.icicipruamc.com or at the Investor Service Centres (ISCs) of ICICI Prudential Mutual Fund.

12 KYC DETAILS (Mandatory)

Occupation [Please tick (✓)]

Sole/First Applicant	<input type="radio"/> Private Sector Service <input type="radio"/> Housewife	<input type="radio"/> Public Sector Service <input type="radio"/> Student	<input type="radio"/> Government Service <input type="radio"/> Forex Dealer	<input type="radio"/> Business <input type="radio"/> Others (Please specify) _____	<input type="radio"/> Professional	<input type="radio"/> Agriculturist	<input type="radio"/> Retired
Second Applicant	<input type="radio"/> Private Sector Service <input type="radio"/> Housewife	<input type="radio"/> Public Sector Service <input type="radio"/> Student	<input type="radio"/> Government Service <input type="radio"/> Forex Dealer	<input type="radio"/> Business <input type="radio"/> Others (Please specify) _____	<input type="radio"/> Professional	<input type="radio"/> Agriculturist	<input type="radio"/> Retired
Third Applicant	<input type="radio"/> Private Sector Service <input type="radio"/> Housewife	<input type="radio"/> Public Sector Service <input type="radio"/> Student	<input type="radio"/> Government Service <input type="radio"/> Forex Dealer	<input type="radio"/> Business <input type="radio"/> Others (Please specify) _____	<input type="radio"/> Professional	<input type="radio"/> Agriculturist	<input type="radio"/> Retired

Gross Annual Income [Please tick (✓)]

Sole/First Applicant	<input type="radio"/> Below 1 Lac <input type="radio"/> 1-5 Lacs <input type="radio"/> 5-10 Lacs <input type="radio"/> 10-25 Lacs <input type="radio"/> >25 Lacs-1 crore <input type="radio"/> >1 crore								
	Net worth (Mandatory for Non-Individuals) ₹ _____ as on <table border="1"> <tr> <td>D</td><td>D</td><td>M</td><td>M</td><td>Y</td><td>Y</td><td>Y</td><td>Y</td> </tr> </table> (Not older than 1 year)	D	D	M	M	Y	Y	Y	Y
D	D	M	M	Y	Y	Y	Y		
Second Applicant	<input type="radio"/> Below 1 Lac <input type="radio"/> 1-5 Lacs <input type="radio"/> 5-10 Lacs <input type="radio"/> 10-25 Lacs <input type="radio"/> >25 Lacs-1 crore <input type="radio"/> >1 crore OR Net worth ₹ _____								
Third Applicant	<input type="radio"/> Below 1 Lac <input type="radio"/> 1-5 Lacs <input type="radio"/> 5-10 Lacs <input type="radio"/> 10-25 Lacs <input type="radio"/> >25 Lacs-1 crore <input type="radio"/> >1 crore OR Net worth ₹ _____								

Others [Please tick (✓)]

Sole/First Applicant	For Individuals [Please tick (✓)]: <input type="radio"/> I am Politically Exposed Person (PEP) ^ <input type="radio"/> I am Related to Politically Exposed Person (RPEP) <input type="radio"/> Not applicable
	For Non-Individuals [Please tick (✓)] (Please attach mandatory Ultimate Beneficial Ownership (UBO) declaration form - Refer instruction no. XVII): (i) Foreign Exchange / Money Changer Services – <input type="radio"/> YES <input type="radio"/> NO; (ii) Gaming /Gambling /Lottery/Casino Services – <input type="radio"/> YES <input type="radio"/> NO; (iii) Money Lending / Pawning – <input type="radio"/> YES <input type="radio"/> NO
Second Applicant	<input type="radio"/> Politically Exposed Person (PEP) ^ <input type="radio"/> Related to Politically Exposed Person (RPEP) <input type="radio"/> Not applicable
Third Applicant	<input type="radio"/> Politically Exposed Person (PEP) ^ <input type="radio"/> Related to Politically Exposed Person (RPEP) <input type="radio"/> Not applicable

13 NOMINATION DETAILS (Refer instruction IV)


I/We hereby nominate the undermentioned nominee(s) to receive the amount to my/our credit in event of my/our death as follows:

Name and address of Nominee(s) <input type="checkbox"/> (Please tick if Nominee's address is same as 1st/Sole Applicant's address)	Applicant's Relationship with the Nominee	Date of Birth	Name and address of Guardian [To be furnished in case the Nominee is a minor (Mandatory)]	Signature of Nominee/ Guardian, if nominee is a minor	Proportion (%) in which the units will be shared by each Nominee (Should aggregate to 100%)
Nominee 1					
Nominee 2					
Nominee 3					

INVESTOR(S) DECLARATION & SIGNATURE(S)

The Trustee, **ICICI Prudential Mutual Fund**, I/We have read, understood and hereby agree to abide by the Scheme Information Document/Key Information Memorandum of the Scheme, Foreign Account Tax Compliance Act (FATCA) and Common Reporting Standards (CRS) under FATCA & CRS provision of the Central Board of Direct Taxes notified Rules 114 F to 114H, as part of the Income-tax Rules, 1962. I/We apply for the units of the Fund and agree to abide by the terms, conditions, rules and regulations of the scheme and other statutory requirements of SEBI, AMFI, Prevention of Money Laundering Act, 2002 and such other regulations as may be applicable from time to time. I/We confirm to have understood the investment objectives, investment pattern, and risk factors applicable to Plans/Options under the Scheme(s). I/we have not received nor been induced by any rebate or gifts, directly or indirectly, in making this investment. I/We declare that the amount invested in the Scheme is through legitimate sources only and is not designed for the purpose of contravention or evasion of any Act, Regulations or any other applicable laws enacted by the Government of India or any Statutory Authority. I/We agree that in case my/our investment in the Scheme is equal to or more than 25% of the corpus of the plan, then ICICI Prudential Asset Management Co. Ltd.(the 'AMC'), has full right to refund the excess to me/us to bring my/our investment below 25%. I/We hereby declare that I/we do not have any existing Micro SIPs which together with the current application will result in a total investments exceeding Rs.50,000 in a year. The ARN holder has disclosed to me/us all the commissions (in the form of trail commission or any other mode), payable to him for the different competing Schemes of various Mutual Funds from amongst which the Scheme is being recommended to me/us. I/We interested in receiving promotional material from the AMC via mail, SMS, telecall, etc. **If you do not wish to receive, please call on tollfree no. 1800 222 999 (MTNL/BSNL) or 1800 200 6666 (Others).** Information/documents given in/with this application form is true and complete in all respects and I/we agree to provide any additional information that may be required by the AMC/the Fund/ Registrar and Transfer Agent (RTA). I/We agree to notify the AMC/the Fund immediately upon change in any information furnished by me.

SIGNATURE OF SOLE / FIRST APPLICANT	SIGNATURE OF SECOND APPLICANT	SIGNATURE OF THIRD APPLICANT



ICICI Prudential Bharat Consumption Fund - Series 2
ACKNOWLEDGEMENT SLIP (Please Retain this Slip)
To be filled in by the Investor. Subject to realization of cheque and furnishing of Mandatory Information.

Application No. _____

EXISTING FOLIO NO.		
--------------------	--	--

Investor's Name: _____

PLAN [Please tick (✓)]:	<input checked="" type="checkbox"/> ICICI Prudential Bharat Consumption Fund - Series 2	OPTION [Please tick (✓)]:
		<input type="checkbox"/> Dividend Payout option <input type="checkbox"/> Cumulative option <input type="checkbox"/> Dividend Transfer Plan (DTP)

Amt. Rs. _____ Cheque/DD No. _____ dtd: _____ Bank & Branch _____

FOR ANY ASSISTANCE OR FURTHER INFORMATION PLEASE CONTACT US
ICICI Prudential Asset Management Company Limited
 Central Service Office, 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai - 400 063. India
TOLL FREE NUMBER 1800 222 999 (MTNL/BSNL) 1800 200 6666 (OTHERS) **EMAIL** enquiry@icicipruamc.com **WEBSITE** www.icicipruamc.com

Note: All future communications in connection with this application should be addressed to the nearest ICICI Prudential Mutual Fund Customer Service Centre, quoting full name of the first applicant, the application serial number, the name of the scheme, the amount invested, date and the place of the Customer Service Centre where application was lodged.

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Annexure 1

If POA Holder is an Institution, details of all Individuals forming part of Authorized Signatory List (ASL) of the POA Holder (Refer Instruction No.10)

Sr. No.	Name as per Aadhaar	PAN	Aadhaar No.	Signature ***

I hereby provide my /our consent in accordance with Aadhaar Act, 2016 and regulations made thereunder, for (i) collecting, storing and usage (ii) validating/authenticating and (iii) updating my Aadhaar number(s) in accordance with the Aadhaar Act, 2016 (and regulations made thereunder) and PMLA.

I hereby provide my consent for sharing/disclosing of my Aadhaar number(s) including demographic information with the asset management companies of SEBI registered mutual fund and their Registrar and Transfer Agent (RTA) for the purpose of updating the same in my folios.

I have read, understood and agree to abide by the guidelines as on the reverse of this form.

Annexure 2

Details of All Directors/Company Secretary/Authorized Officials & All Individuals forming part of Authorized Signatory List (ASL)

Sr. No.	Name as per Aadhaar	PAN	Aadhaar No.	Signature ***

I hereby provide my /our consent in accordance with Aadhaar Act, 2016 and regulations made thereunder, for (i) collecting, storing and usage (ii) validating/authenticating and (iii) updating my/our Aadhaar number(s) in accordance with the Aadhaar Act, 2016 (and regulations made thereunder) and PMLA.

I hereby provide my/our consent for sharing/disclosing of my Aadhaar number(s) including demographic information with the asset management companies of SEBI registered mutual fund and their Registrar and Transfer Agent (RTA) for the purpose of updating the same in my/our folios.

I have read, understood and agree to abide by the guidelines as on the reverse of this form.

UBO - GENERAL INFORMATION AND INSTRUCTIONS

As per SEBI Master Circular No. CIR/ISD/AML/3/2010 dated December 31, 2010 regarding Client Due Diligence policy, related circulars on anti-money laundering and SEBI circular No.CIR/MIRSD/2/2013 dated January 24, 2013, non-individuals and trusts are required to provide details of ultimate beneficiary owner (UBO) and submit appropriate proof of identity of such UBOs. The beneficial owner has been defined in the circular as the natural person or persons, who ultimately own, control or influence a client and/or persons on whose behalf a transaction is being conducted, and includes a person who exercises ultimate effective control over a legal person or arrangement.

1. Ultimate Beneficiary Owner [UBO]:

A. For Investors other than individuals or trusts:

- (i) The identity of the natural person, who, whether acting alone or together, or through one or more juridical person, exercises control through ownership or who ultimately has a controlling ownership interest. Controlling ownership interest means ownership of/entitlement to:
- more than 25% of shares or capital or profits of the juridical person, where the juridical person is a company;
 - more than 15% of the capital or profits of the juridical person, where the juridical person is a partnership;
 - more than 15% of the property or capital or profits of the juridical person, where the juridical person is an unincorporated association or body of individuals.
- (ii) In cases where there exists doubt under clause (i) above as to whether the person with the controlling ownership interest is the beneficial owner or where no natural person exerts control through ownership interests, the identity of the natural person exercising control over the juridical person through other means like through voting rights, agreement, arrangements or in any other manner.
- (iii) Where no natural person is identified under clauses (i) or (ii) above, the identity of the relevant natural person who holds the position of senior managing official.

B. For Investors which is a trust:

The identity of the settlor of the trust, the trustee, the protector, the beneficiaries with 15% or more interest in the trust and any other natural person exercising ultimate effective control over the trust through a chain of control or ownership.

C. Exemption in case of listed companies / foreign investors

The client or the owner of the controlling interest is a company listed on a stock exchange, or is a majority-owned subsidiary of such a company, it is not necessary to identify and verify the identity of any shareholder or beneficial owner of such companies. Intermediaries dealing with foreign investors' viz., Foreign Institutional Investors, Sub Accounts and Qualified Foreign Investors, may be guided by the clarifications issued vide SEBI circular CIR/MIRSD/11/2012 dated September 5, 2012, for the purpose of identification of beneficial ownership of the client.

D. KYC requirements

Beneficial Owner(s) is/are required to comply with the prescribed KYC process as stipulated by SEBI from time to time with any one of the KRA & submit the same to AMC. KYC acknowledgement proof is to be submitted for all the listed Beneficial Owner(s).

E. UBO Codes:

UBO Code	Description
UBO-1	Controlling ownership interest of more than 25% of shares or capital or profits of the juridical person [Investor], where the juridical person is a company
UBO-2	Controlling ownership interest of more than 15% of the capital or profits of the juridical person [Investor], where the juridical person is a partnership
UBO-3	Controlling ownership interest of more than 15% of the property or capital or profits of the juridical person [Investor], where the juridical person is an unincorporated association or body of individuals
UBO-4	Natural person exercising control over the juridical person through other means exercised through voting rights, agreement, arrangements or in any other manner [In cases where there exists doubt under UBO-1 to UBO-3 above as to whether the person with the controlling ownership interest is the beneficial owner or where no natural person exerts control through ownership interests]
UBO-5	Natural person who holds the position of senior managing official [In case no natural person cannot be identified as above]
UBO-6	The settlor(s) of the trust
UBO-7	Trustee(s) of the Trust
UBO-8	The Protector(s) of the Trust [if applicable].
UBO-9	The beneficiaries with 15% or more interest in the trust if they are natural person(s)
UBO-10	Natural person(s) exercising ultimate effective control over the Trust through a chain of control or ownership.

For any queries/clarifications, please contact the nearest Customer/Investor Service Centres of the AMC. The list of our authorised centres is available in the section 'Contact Us' on our website www.icicipruamc.com.