

## Fund Objective/Mission

To generate capital appreciation by actively investing in equity and equity related securities and for defensive consideration in debt / money market instruments and derivatives.

## Fund House Details

<b>AMC Name:</b>	ICICI Prudential Asset Management Company Limited
<b>Address:</b>	3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (East) Mumbai - 400 051
<b>Website:</b>	www.icicipruamc.com

## Financial Details

<b>AUM As On (28-Feb-2011)</b>	1E-08
<b>NAV As On (18-Mar-2011)</b>	102.7934
<b>Min Investment</b>	5000
<b>(in Rs.)</b>	1000
<b>NAV (52WeekHigh){10-Nov-2010}</b>	112.71
<b>NAV (52WeekLow){25-May-2010}</b>	91.82

## Top 10 Companies

Name	(%)	
Short Term MMI	16.2	↓
Reliance Industries Ltd.	8.3	↑
Infosys Technologies Ltd.	7.1	↑
Bharat Heavy Electricals Ltd.	4.2	↓
HDFC Bank Ltd.	3.9	↓
Bharti Airtel Ltd.	3.9	↑
Tata Steel Ltd.	3.8	↓
ICICI Bank Ltd.	3.5	↑
Sterlite Industries (India) Ltd.	3.3	↓
Cadila Healthcare Ltd.	3.1	↓

↑ ↓ ↻ Indicates an increase or decrease or no change in holding since last portfolio. ↻ Indicates new holding since last portfolio.

## Investment Information

<b>Scheme</b>	Open ended scheme
<b>Launch Date</b>	12-Nov-2002
<b>Fund Manager</b>	Sanjay Parekh
<b>Bench Mark</b>	S&P CNX Nifty
<b>Max.Entry Load(%)</b>	NA
<b>Max.Exit Load(%)</b>	1.00

## Fund Structure

<b>Total Stocks:</b>	63
<b>Total Sectors:</b>	29
<b>P/E Ratio:</b>	14.29
<b>P/B Ratio:</b>	2.23
<b>Avg. Market Cap (Rs.On(31-Dec-2010))</b>	161940.35

## 5 Years History

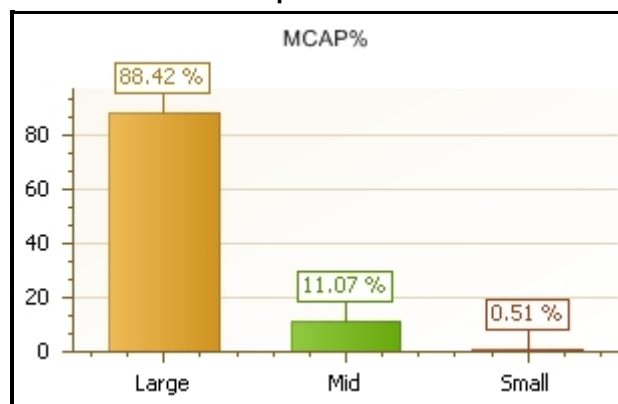
Financial Year	2010-2011	2009-2010	2008-2009	2007-2008	2006-2007
NAV in Rs.(as on 31st March)	102.79	95.27	49.56	72.24	63.02
Net Assets(Rs Crores.) (as on 31st March)	NA	2033	1046	1761	2015
Returns(%)	7.53	89.36	-31.32	19.73	15.23
CNX NIFTY Returns(%)	1.57	71.52	-36.26	30.30	10.03
Category Rank	20/(207)	96/(199)	35/(189)	98/(183)	8/(156)

\* Latest As on 18-Mar-11

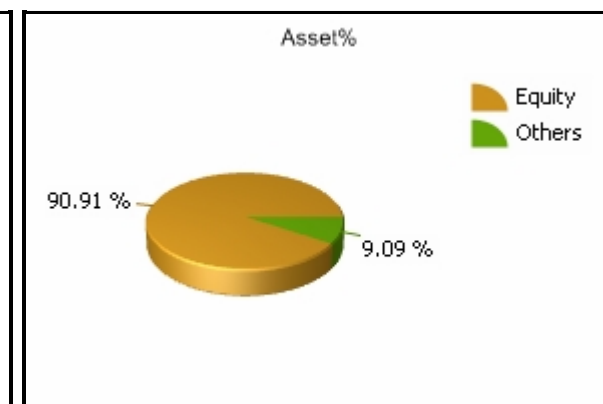
## Quarterly Performance Last % 5Years

Financial Year	Q1	Q2	Q3	Q4
2010-2011	4.55	8.95	2.85	
2009-2010	40.23	20.63	9.78	3.51
2008-2009	-10.40	-2.23	-19.18	-3.11
2007-2008	12.24	9.46	19.65	-22.02
2006-2007	-11.21	17.82	17.89	-4.24

## Market Capitalisation



## Asset Details



\*LargeCap- >Rs. 5,000 crores; MidCap- between Rs.750 crores to Rs.5,000 crores; SmallCap- <Rs.750 crores.

## Top 10 SectorWise Holding

Industry Name	(%)	
Other	17.6	↓
Bank - Private	10.2	↓
Pharmaceuticals & Drugs	9.7	↓
IT - Software	7.0	↓
Steel/Sponge Iron/Pig Iron	6.3	↓
Refineries	6.3	↓
Bank - Public	5.7	↓
Oil Exploration	4.9	↓
Electric Equipment	4.7	↓
Power Generation/Distribution	3.8	↓

↑ ↓ Indicates an increase or decrease in holding since last portfolio

## Scheme Performance As On (18-Mar-11)

Period	Returns	B'mark	Rank
3 Months	-6.04	-9.67	5/(206)
6 Months	-4.50	-8.69	3/(203)
1 Year	8.87	2.44	20/(197)
3 Years	14.83	5.83	14/(167)
5 Years	15.17	10.69	12/(113)
Since Inception	32.04	22.94	NA

## Volatility Measures

Fama	-0.03 Std Dev	1.09
Beta	1.41 Sharpe	NA

## SIP Details - Invested Rs 5000 Every Month

Period	Total Investment (Rs.)	Scheme(Rs)	Benchmark
1 Year	60,000	61,733	59,777
3 Years	180,000	254,585	226,293
5 Years	300,000	455,626	392,465
10 Years	NA	NA	NA

## Whats In Whats Out(From Pervious Month)

	Company	Sector
In	3	1
Out	0	0
No Change %age	52	27

↑ ↓

## Best/Worst Return

Period	Best Return		Worst Return	
	Fund(%)	B'mark(%)	Fund(%)	B'mark(%)
Month	23.35	30.47	-33.81	-37.90
Quarter	61.97	80.92	-38.66	-42.18
Year	129.72	88.10	-48.60	-55.83

## Fund Performance Vis-a-vis Benchmark

