



ICICI Prudential Regular Gold Savings Fund

(An Open Ended Fund of Funds scheme)

NFO period September 20, 2011 to October 4, 2011

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Presentation Structure



Why should one buy Gold?

Why buy Gold now?

Introducing ICICI Prudential Regular Gold Savings Fund

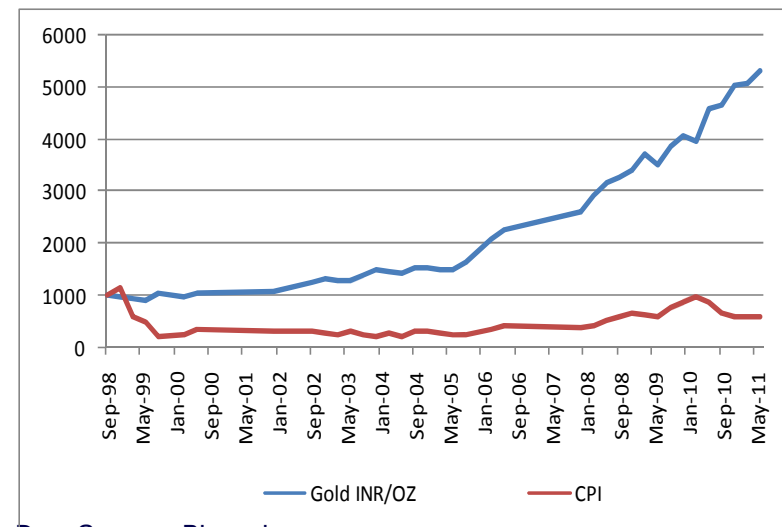
Why should one buy Gold?

Why should one buy Gold?

Gold: A value preservator & enhancer

- Inflation reduces the value of cash
- Gold, over years has maintained its value against inflation
- Gold is used as a hedge against inflation

CPI Inflation and Gold Prices (INR/OZ) (Rebased to 1000)



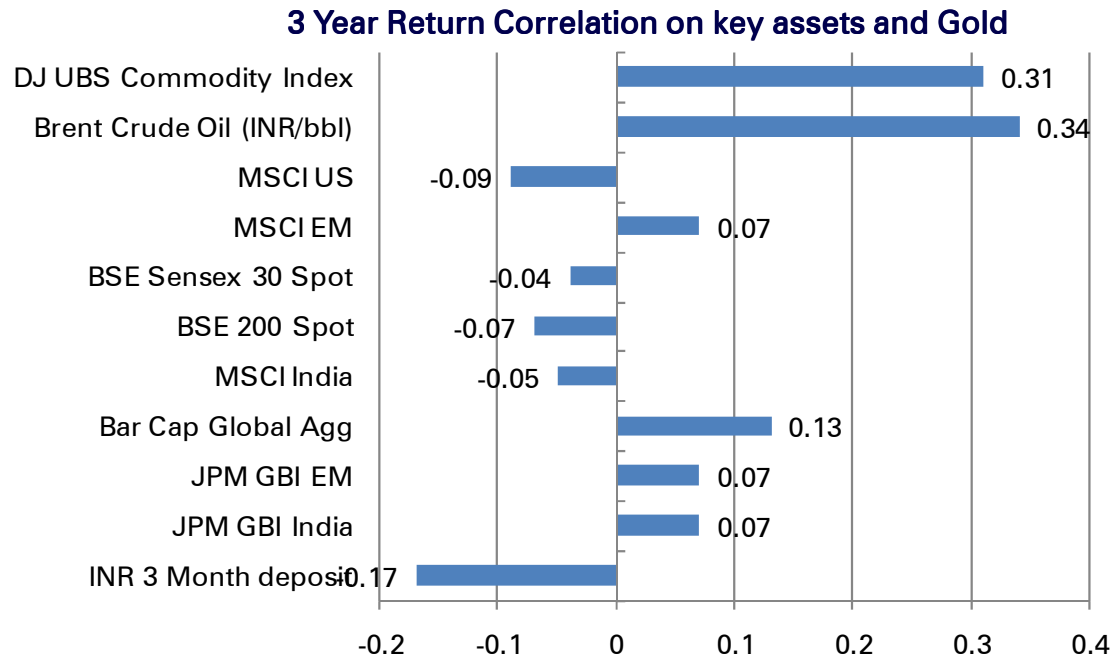
Data Source: Bloomberg

Not only a hedge against inflation, gold prices have even outperformed inflation in India

Why should one buy Gold?



Gold: A Portfolio Diversifier



Data Source: Barclays Capital, World Gold Council

Low or Negative correlation between Gold and other asset classes offers diversification benefit to investors

Why should one buy Gold?



Gold: A critical key to asset allocation

Jun-05	Sep-05	Dec-05	Mar-06	Jun-06	Sep-06	Dec-06	Mar-07	Jun-07	Sep-07	Dec-07	Mar-08	Jun-08	Sep-08	Dec-08	Mar-09	Jun-09	Sep-09	Dec-09	Mar-10	Jun-10	Sep-10	Dec-10	Mar-11	Jun-11
17.97	29.60	11.35	22.16	8.90	17.51	12.76	2.83	21.23	18.02	41.77	13.94	6.87	3.79	7.86	9.73	76.80	32.23	10.11	1.67	15.37	13.38	7.01	2.11	4.87
10.80	26.78	7.98	20.99	1.71	17.39	11.86	1.77	19.47	17.72	29.00	1.80	1.77	2.15	4.97	2.06	71.72	24.58	6.22	1.32	6.75	13.08	2.19	1.96	1.92
7.45	20.03	4.33	12.46	1.60	15.02	10.70	0.91	12.07	13.72	16.86	1.78	0.98	1.64	2.55	1.90	49.29	18.17	5.65	1.29	5.04	12.95	1.71	1.64	1.79
1.81	9.48	2.88	11.96	1.03	1.84	1.64	-0.16	2.63	11.75	11.02	1.23	-1.14	1.22	2.01	0.63	2.41	7.00	1.97	1.24	1.71	1.65	1.08	1.39	1.24
1.48	1.40	1.07	1.37	-5.95	1.70	1.44	-5.18	2.48	2.56	2.41	-22.58	-13.95	-4.47	-24.98	-0.54	2.33	0.90	1.48	0.92	1.34	1.41	1.00	-5.19	-0.24
1.26	1.21	0.52	0.72	-18.09	1.41	1.11	-6.12	1.82	2.23	1.91	-32.87	-14.53	-10.92	-32.58	-8.62	1.39	0.67	1.30	0.36	0.99	0.97	-3.48	-11.91	-0.28
1.16	1.17	0.41	0.06	-18.73	-2.57	1.11	-7.25	-7.89	1.44	1.63	-39.22	-16.20	-16.78	-33.96	-11.85	-3.72	0.14	0.67	-1.04	0.99	0.88	-5.62	-15.45	-3.08



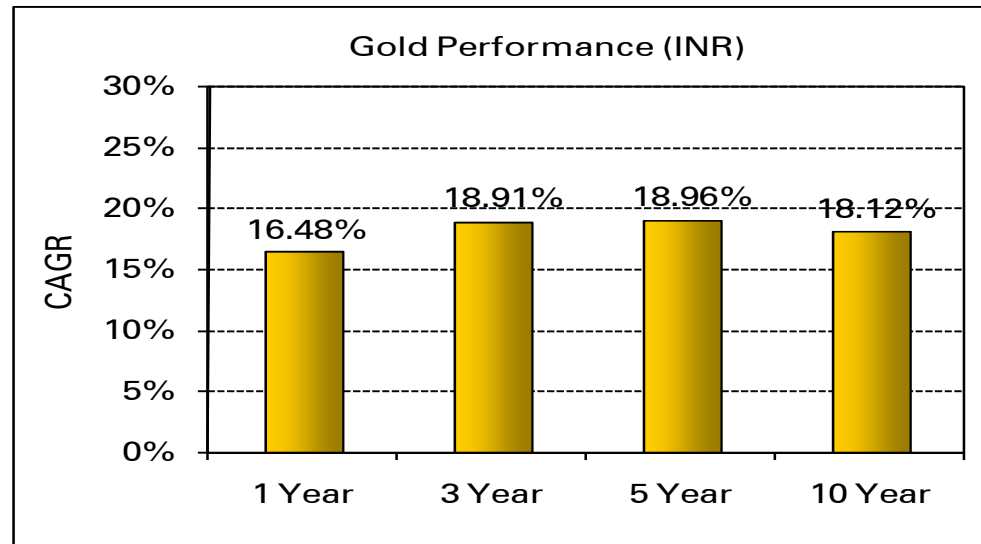
Market Outperformers keep changes calling for asset allocation

Past performance of gold or other indices may or may not continue in future.

Data Source: World Gold Council, BSE website, Crisil Indices. Data from Jun 05 to Jun 11. The returns shown above are the resp. quarter end for the various indices and Gold Prices. It shall not be construed as the returns of the schemes of ICICI Prudential Mutual Fund in general and ICICI Prudential Regular Gold Savings Fund, in particular. There is no assurance or guarantee of returns is provided under the Scheme

Why should one buy Gold?

Gold: A strong performer



Data Source: World Gold Council

18.12% CAGR over the last 10 years

Past performance may or may not be sustained future.

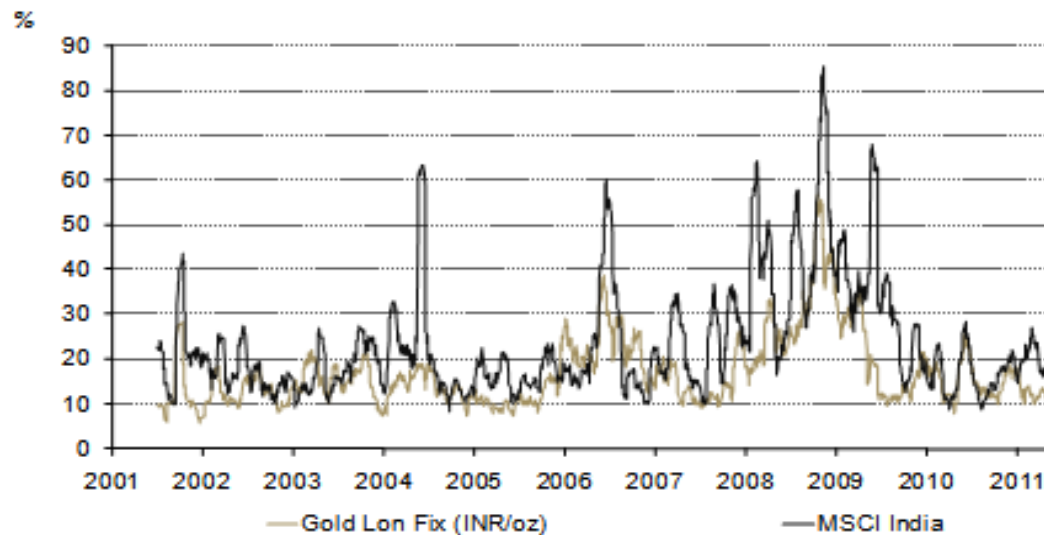
The performance of Gold shown above is given for better understanding and for illustration purpose only. It shall not be construed as the returns of the schemes of ICICI Prudential Mutual Fund in general and ICICI Prudential Regular Gold Savings Fund, in particular. There is no assurance or guarantee of returns is provided under the Scheme.

Data as on June 30, 2011

Why should one buy Gold?

Gold: A portfolio stabilizer

Return volatility on Gold and MSCI India (INR)



Data Source: World Gold Council

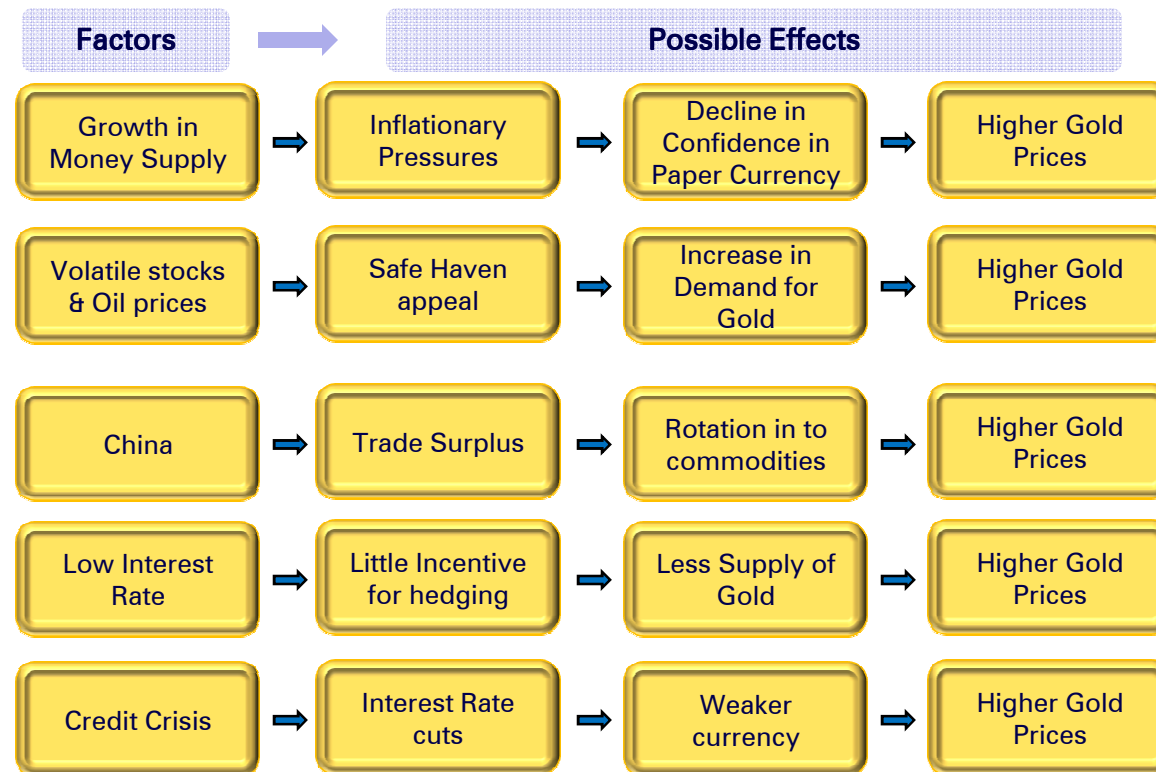
Gold returns show low volatility as compared to equities

22-day rolling annualized daily return volatility on gold and MSCI India (INR)

Why buy Gold now?

Why buy Gold now?

Universal appeal in most of the scenarios

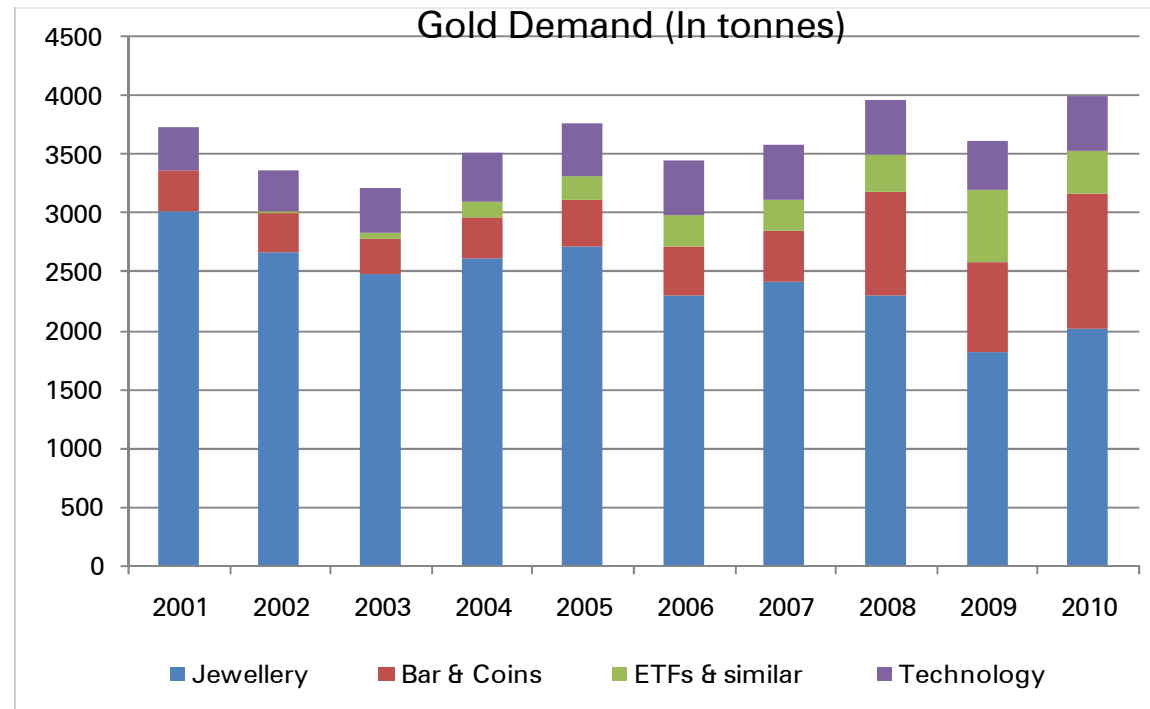


Gold has scope of performing in most of the economic scenarios

The above scenarios are for illustration purpose and to explain the possible effects of the factors in the market, which may vary substantially

Why buy Gold now?

Increasing Investment Demand



Data Source: World Gold Council

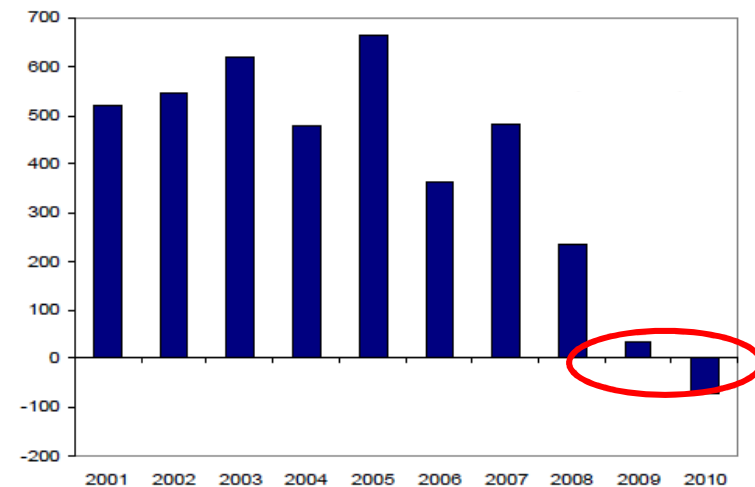
Gold's demand trend is increasingly shifting towards investment apart from consumption

Why buy Gold now?

Central Banks turn net buyers

- Average annual central banks sales was 400 tonnes pa between 2001-2007, but this fell to 200 tonnes in 2008, 34 tonnes in 2009 and then turned into central bank purchases of 73 tonnes in 2010
- Mexico bought over 93 tonnes of gold in Q1 2011 and the Russian Central Bank (the largest gold buyer in 2010) has continued to add to gold reserves

Official sector sales (tonnes)



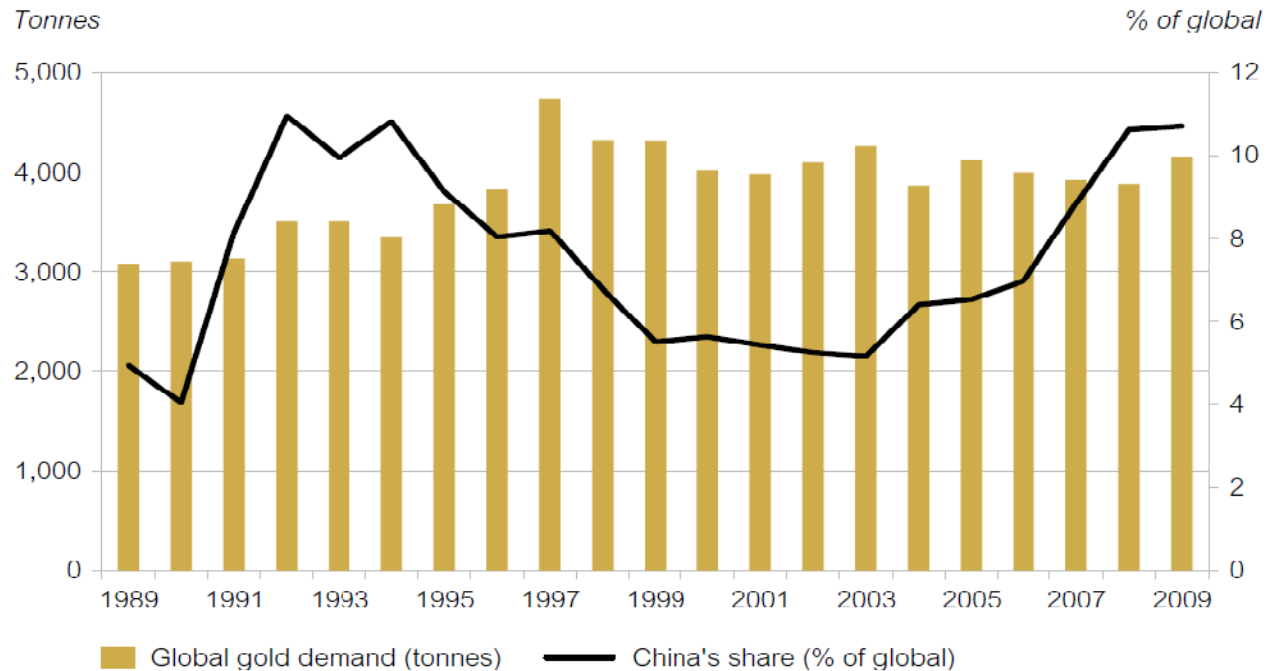
Source: GFMS

This is a change in multi-decade official sector approach towards Gold

Why buy Gold now?



The Chinese love Gold...

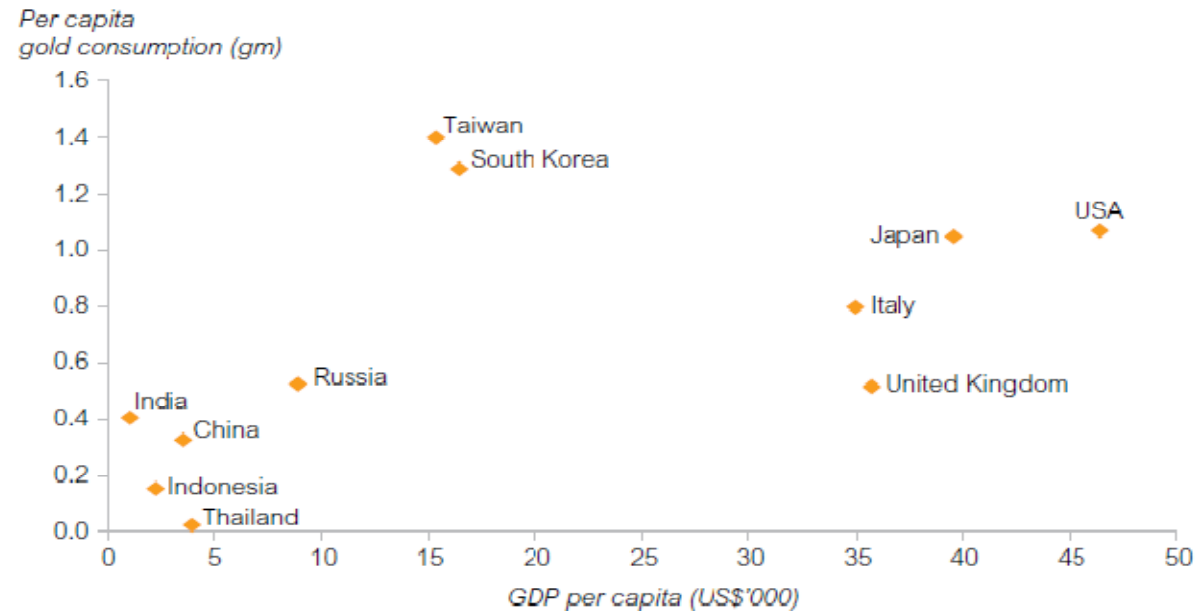


Note: China gold consumption figure excludes PBoC purchasing.
Source: GFMS, World Gold Council estimates

Gold consumption per capita rose from 0.17gm in 2002 to 0.33gm in 2009

Why buy Gold now?

...And so do Indians

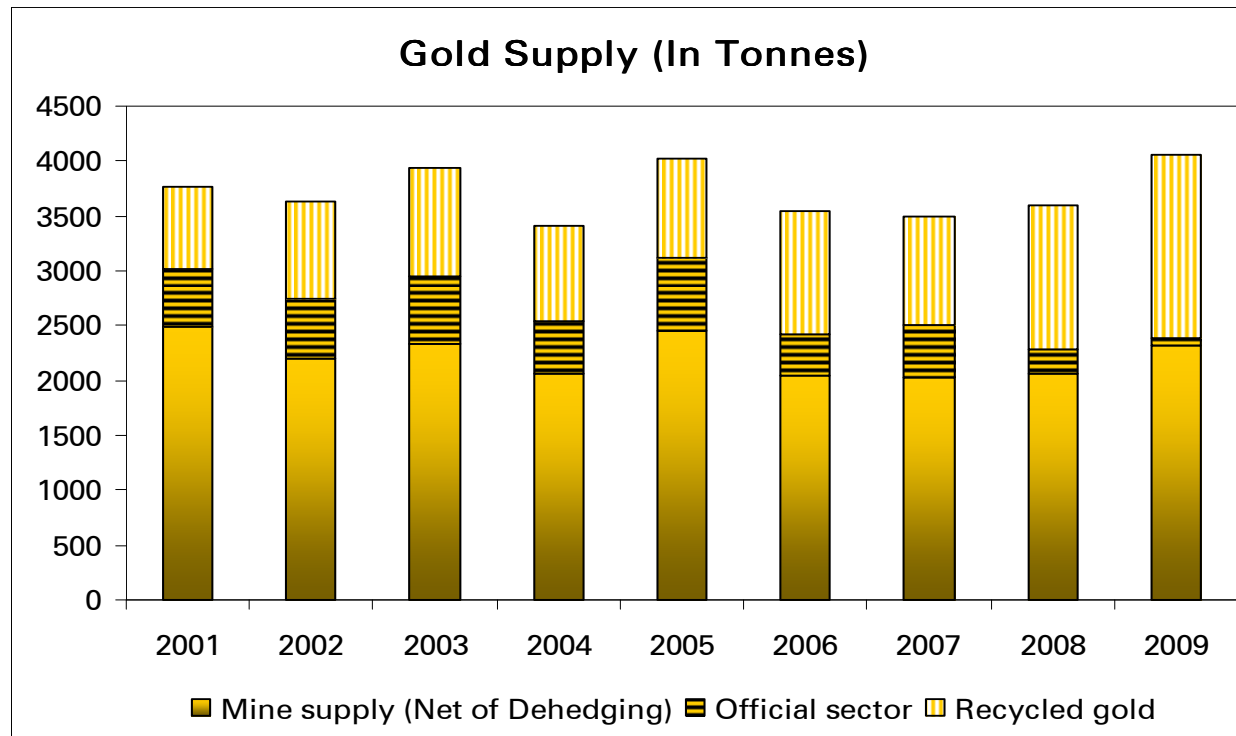


Data Source: World Gold Council, UBS

Per capita Gold consumption is expected to increase in line with increase in per capita GDP

Why buy Gold now?

Drop in Mined Gold



Data Source: World Gold Council

In the face of rising prices, Supply is being increasingly supported by Recycled Gold

Introducing ICICI Prudential Regular Gold Savings Fund

ICICI Prudential Regular Gold Savings Fund



About the Fund

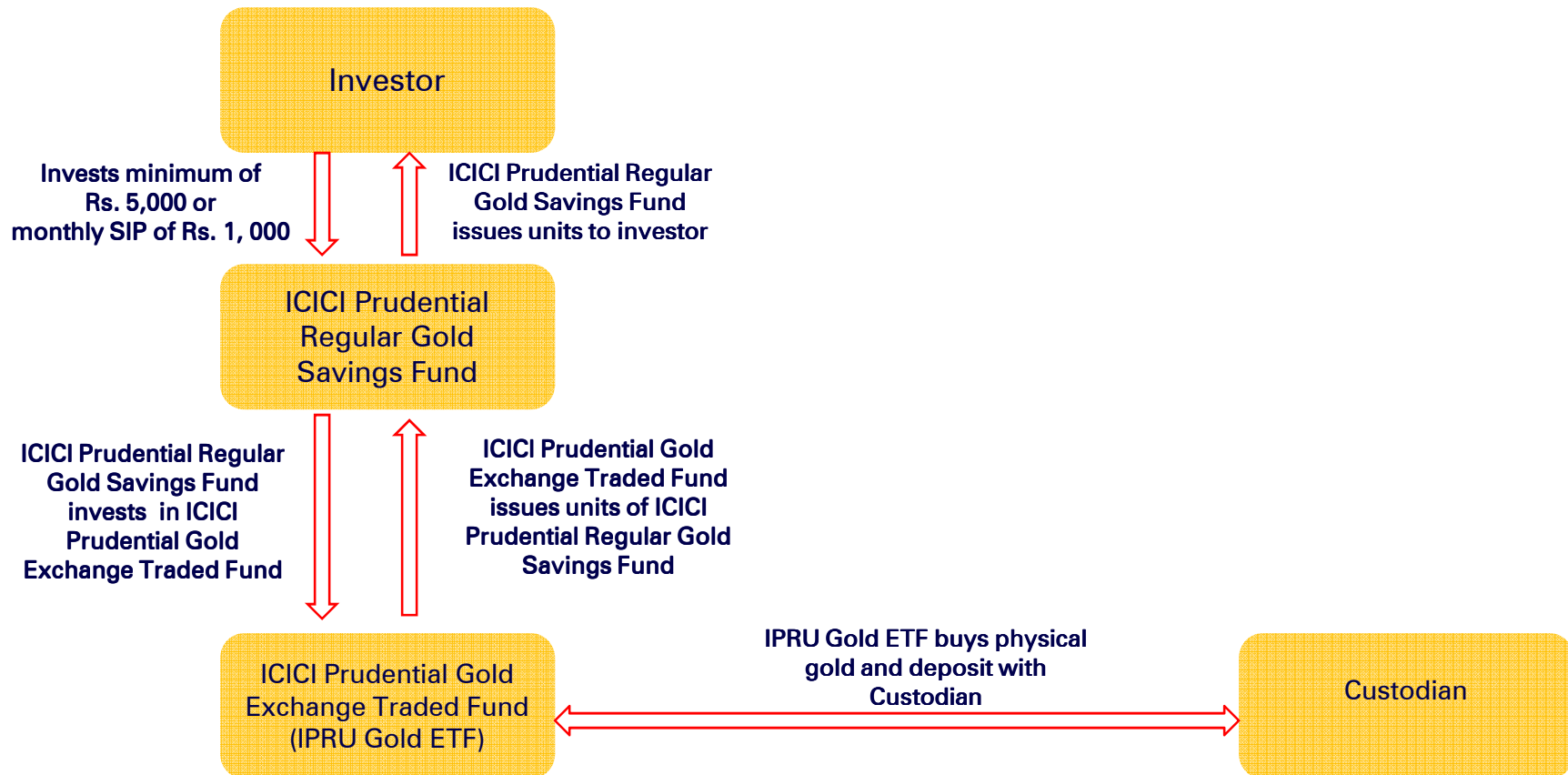
- Open-ended fund of funds scheme investing in units of ICICI Prudential Gold Exchange Traded Fund
- Offers opportunity to participate in bullion market through investment in Gold Exchange Traded Fund (Gold ETF) in a cost effective and convenient manner
- No demat account required
- Facilities like Systematic Investment Plan (SIP)/ Systematic Withdrawal Plan (SWP) available

Please read Statement of Additional Information, Scheme Information Document and Key Information Memorandum carefully before investing.

ICICI Prudential Regular Gold Savings Fund



Structure of ICICI Prudential Regular Gold Savings Fund



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ICICI Prudential Regular Gold Savings Fund



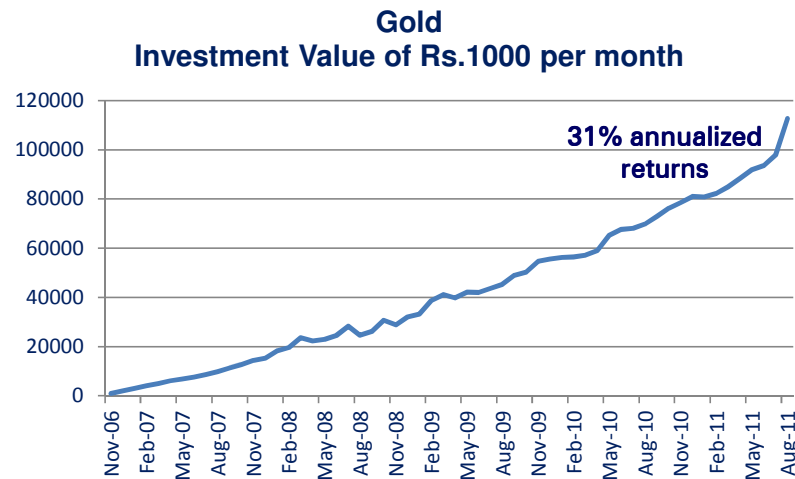
Benefits of investing in the Fund

- Unlocks the Power of Gold
 - ✓ Easy liquidation thereby enabling realisation of higher gold prices
- Cost Efficient
 - ✓ Costs lower than buying, storing and insuring physical gold
- Convenience
 - ✓ NFO: During NFO purchase can be done from fund house
 - ✓ Post NFO: Buying as well as selling from the fund house
- Small Denomination
 - ✓ Begin your investment with as low as Rs. 1, 000/- through SIP
- Transparency
 - ✓ Portfolio holding disclosed monthly in factsheets on website/ NAV declared daily

ICICI Prudential Regular Gold Savings Fund



Systematic Investment in MCX Gold since 2006



Past Performance of MCX Gold index (Gold Index) may or may not be sustained in future.

Methodology: Returns on systematic investment in Gold index are annualized and are calculated based on XIRR in Excel assuming Rs. 1000 is invested every month in Gold index systematically each executed on 15th of every month. The amounts invested systematically and the market values of such investments at respective periodic intervals thereof are simulated for illustrative purposes for explaining the concept of Systematic Investment. It shall not be construed as the returns of the schemes of ICICI Prudential Mutual Fund in general and of ICICI Prudential Regular Gold Savings

Fund, in particular. There is no assurance or guarantee of returns is provided under the Scheme.

Investment in MCX Gold systematically since 2006 yielded an annualized return of 31%

ICICI Prudential Regular Gold Savings Fund



Who should invest?

- Investors looking to diversify
 - ✓ From other asset classes (Equity, Debt, Real Estate, etc.)
 - ✓ From physical gold holding - A small quantity of gold can be held in the form of a mutual fund unit of a Gold savings fund, hassle free
- Investors who cannot afford to invest in Gold ETF in creation unit size and prefers to invest in units of mutual fund scheme investing in Gold ETF, and gain from the ability of gold to create wealth
- Investors who wish to realize the potential value of gold investments made by ICICI Prudential Gold Exchange Traded Fund and believe in transparency

Apart from the expenses of ICICI Prudential Regular Gold Savings Fund, investors will also bear the expenses of the underlying schemes in which the scheme makes investment.

ICICI Prudential Regular Gold Savings Fund



Scheme Features

Fund Manager	Chaitanya Pande (over 15 years of fund management experience)	
Indicative Investment Horizon	5 years and above	
Options	Growth and Dividend	
Sub-Options	(1)Growth (2)Dividend reinvestment (3) Dividend Payout	
Dividend facility	Payout and Reinvestment.	
Default Option	Growth	
Min. Application Amount	Rs.5,000 and in multiples of Re. 1 thereafter	
Minimum Additional Investment	Rs.1,000 and in multiples of Re. 1 thereafter	
Entry Load	N.A	
Exit Load	If the amount sought to be redeemed , is invested for a period of upto 1 year from the date of allotment;	2 % of the applicable NAV
	If the amount sought to be redeemed or switched out is invested for a period of more than one year from the date of allotment	Nil
Redemption	Generally T+3 at specified RBI locations	
Cut off time (Purchase, Switch & Redemption)	3.00 pm	
Benchmark	Domestic Gold Price	

Please read Statement of Additional Information, Scheme Information Document and Key Information Memorandum carefully before investing

Risk Factors



▪ **Statutory Details:** Settlor of ICICI Prudential Mutual Fund (IPMF): ICICI Bank Ltd. and Prudential plc; IPMF was set up as a Trust sponsored by the settlor in accordance with the provisions of Indian Trust Act, 1882. Trustee: ICICI Prudential Trust Ltd. (IPTL); Investment Manager: ICICI Prudential Asset Management Co. Ltd. (IPAMCL); IPTL & IPAMCL are incorporated under Companies Act, 1956. Liability: Liability of IPMF/Sponsors/IPTL/IPAMCL is limited to Rs. 22.2 lacs collectively. Past performance of the Sponsors, AMC, Fund, and Trustee has no bearing on the expected performance of the mutual fund or any of its schemes. **Risk Factors: All investments in Mutual Fund and securities are subject to market risks and the NAV of the Schemes may go up or down, depending upon the factors and forces affecting the securities markets and there can be no assurance that the fund's objectives will be achieved.**

ICICI Prudential Regular Gold Savings Fund (IPRGSF): (An Open Ended Exchange Traded Fund): The Scheme seeks to generate returns by investing in units of ICICI Prudential Gold Exchange Traded Fund (IPru Gold ETF). However, there can be no assurance that the investment objectives of the Scheme will be realized. **Entry Load:** Not Applicable; **Exit Load:** If the amount sought to be redeemed, is invested for a period of upto 1 year from the date of allotment; 2% of the applicable NAV, Else Nil **Asset Allocation:** Units of ICICI Prudential Gold Exchange Traded Fund– 95%-100% and Debt & Money Market Instruments (including cash & cash equivalent and Liquid/Debt Funds): 5%-10%. **Minimum Application amount** – Rs. 5000/- plus in multiples of Re. 1. **Terms of Issue:** Offer of Units at face value of Rs. 10 each during the New Fund Offer and Continuous offer for Units at NAV based prices on-going basis. **Liquidity:** The units of the Scheme shall be available for ongoing sale / subscription / repurchase / redemption within five business days of allotment. On an ongoing basis, being an open-ended Scheme, Units may be redeemed on every business day at NAV based prices.

Risk Factors

Unitholder Information & General Services: IPAMCL shall as per the Regulations from the closure of the NFO Period will - (a) send account statement, indicating the number of unit allotted, (by ordinary post or by email, wherever the email id is provided) to the unit holder (b) calculate and disclose the first and subsequent NAV at the close of every Business Day. NAV shall be published in at least in 2 daily newspapers on daily basis. Application forms can be submitted at customer service centers, during NFO. In the event of inordinately large number of redemption requests or of restructuring of the Scheme's investment portfolio, the trustees reserve the right in their sole discretion to limit the redemptions (including suspending redemptions) under certain circumstances. The Scheme (at the portfolio level) should have atleast 20 investors and no investor on the date of allotment should account for more than 25% of the corpus of the Scheme; or IPAMCL shall comply with the specified SEBI guidelines in this regard. For application form and copies of SID, SAI and Key Information Memorandum, contact your financial advisor or log onto www.icicipruamc.com or visit any of the branches of IPAMCL. **Investors may please note that they will be bearing the expenses of the relevant fund of fund scheme in addition to the expenses of the underlying schemes in which the fund of fund scheme makes investment.**

Investment in the scheme may be effected by the risk factors affecting the investments in underlying schemes like gold price movements & expenses and other related matters, passive investment, operational or trading problems, price risk, tracking errors, trading volumes, settlement periods, volatility, price fluctuations, liquidity risk, market risk, event risk such as risk of loss, damage, theft, impurity of Gold, valuation of gold, tracking error, passive investment etc. IPRGSF is only the name of the Scheme and do not in any manner indicate either the quality of the Scheme or its future prospects and returns. Please read the Statement of Additional Information (SAI), Scheme Information Document (SID) and Key Information Memorandum (KIM) carefully before investing

Disclaimers



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The AMC (including its affiliates), the Fund and any of its officers directors, personnel and employees, shall not liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner. The recipient alone shall be fully responsible/are liable for any decision taken on the basis of this material.

Thank You