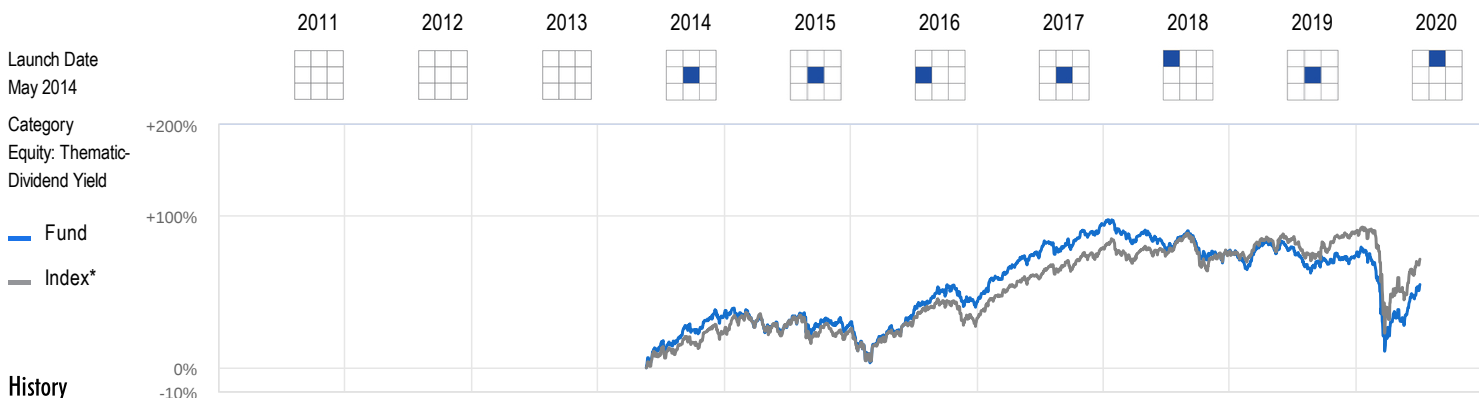


ICICI Prudential Dividend Yield Equity Fund - Direct Plan - Direct

Unrated



History

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Launch Date	May 2014									
Rating	-	-	-	Unrated	Unrated	Unrated	★★	Unrated	Unrated	Unrated
Nav(₹)	-	-	-	12.79	12.21	13.47	19.08	16.96	16.59	14.5500
Quartile Ranking					4	1	2	4	4	
Total Return(%)	-	-	-	--	-4.53	10.32	41.65	-11.05	-2.18	-12.30
Index*	-	-	-	38.93	0.45	5.15	37.60	-1.80	8.98	-11.31
Rank (Funds/Category)	-	-	-	-/-	4/5	1/5	2/5	4/5	6/6	6/6
Net Assets (₹Cr)	-	-	-	352	248	181	237	186	171	136

Suitability

This is a fund that invests mainly in companies which have a high dividend yield, which is basically a financial ratio that indicates how much a company pays out in dividends each year relative to its share price.

We believe that investors should avoid funds that have a narrowly defined investment mandate such as this one. Instead, they should invest in multi cap funds which provide complete freedom to the fund management team to invest in companies from which it expects maximum gains.

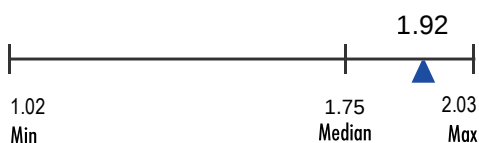
But if you do invest, you must do so only through the SIP route. Click here to read a primer on SIP investing.

Taxability of earnings:

Capital gains: If the mutual fund units are sold after 1 year from the date of investment, gains upto Rs 1 lakh in a financial year are exempt from tax. Gains over Rs 1 lakh are taxed at the rate of 10%. If the mutual fund units are sold within 1 year from the date of investment, entire amount of gain is taxed at the rate of 15%. No tax is to be paid as long as you continue to hold the units.

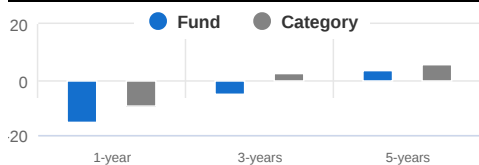
Dividends: Dividends paid by the mutual fund scheme are taxed at the rate of 10% (effectively 11.648%, including surcharge and cess). This is known as Dividend Distribution Tax (DDT). Though the investor does not pay this tax directly, it is deducted from the dividend income before passing on to the investor.

Expense Ratio (%)

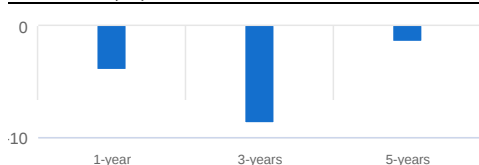


All data as on 03-Jul-2020

Trailing Returns (%)



SIP Returns (%)



Risk Measures

	Fund	Index*	Cat Avg
Standard Deviation	19.32	21.61	18.85
Sharpe Ratio	-0.48	-0.05	-0.21
Beta	0.84	--	0.84
R-Squared	0.89	--	0.93

Sortino Ratio

Alpha

Investment Information

AMC:	ICICI Prudential Asset Management Company Ltd
Website:	http://www.icicipruamc.com
Registrar:	Computer Age Management Ser...
Min Inv (₹):	5,000
Min SIP Inv (₹):	100
Exit Load:	1% for redemption within 365 days
Nav	
Growth:	14.55

Portfolio Characteristics

Number of Stocks	39
Avg Mkt Cap (₹ Cr)	44,910
Portfolio P/B Ratio	1.23
Portfolio P/E Ratio	7.47
3Y Earnings Growth (%)	-18.12



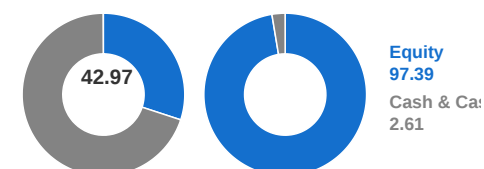
Top Holdings (%)

Company	Sector	3Y-Range	Assets
Infosys	Technology	3.11-11.12	10.56
NTPC	Energy	2.01-10.47	9.41
ITC	FMCG	0.00-11.07	8.41
Gujarat Pipavav Port	Services	0.00-9.99	8.12
Hindustan Unilever	FMCG	0.00-6.47	6.47
HPCL	Energy	0.00-5.64	3.99
Indian Oil Corp.	Energy	0.00-4.65	3.57
BPCL	Energy	0.00-3.52	3.52
Mahindra & Mahindra	Automobile	0.00-3.25	3.25
Bharti Airtel	Communication	0.00-3.23	3.23

Top Sector Weights (%)

	Fund	Category	3Y-Range
Energy	24.14	20.40	9.23-29.15
FMCG	20.78	14.83	6.48-20.78
Technology	15.24	16.62	10.69-19.89
Services	10.69	4.92	9.26-13.51
Metals	4.56	4.22	0.98-7.10

Top 5 Holdings (%) Asset Allocation (%)



*S&P BSE 500 TRI