

## Fund Objective/Mission

Primary objective is to generate returns through a combination of dividend income and capital appreciation by investing primarily in a well diversified portfolio of value stocks.

## Investment Information

<b>Scheme</b>	Open ended scheme
<b>Launch Date</b>	16/Aug/2004
<b>Fund Manager</b>	Sankaran Naren
<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>	40
<b>Total Sectors:</b>	23
<b>P/E Ratio:</b>	12.38
<b>P/B Ratio:</b>	1.72
<b>Avg. Market Cap (Rs.On(30/Sep/2009))</b>	21143.52

## Fund House Details

<b>AMC Name:</b>	ICICI Prudential Asset Management Company Limited
<b>Address:</b>	8th Floor, Peninsula Tower, Peninsula Corporate Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai - 400 013
<b>Website:</b>	www.icicpruamc.com

## 5 Years History

Financial Year	2008-2009	2007-2008	2006-2007	2005-2006	2004-2005
NAV in Rs.(as on 31st March)	16.63	26.30	24.31	25.23	13.33
Net Assets(Rs Crores.) (as on 31st March)	195	406	921	NA	NA
Returns(%)	-36.45	10.97	-5.92	84.56	33.30
CNX NIFTY Returns(%)	-36.26	30.30	10.03	64.56	11.87
Category Rank	72/(188)	126/(178)	128/(144)	21/(123)	25/(92)

\* Latest As on 31/Mar/09

## Quarterly Performance Last % 5Years

Financial Year	Q1	Q2	Q3	Q4
<b>2009-2010</b>	64.58	35.04		
<b>2008-2009</b>	-8.97	-8.40	-21.48	-3.43
<b>2007-2008</b>	18.88	3.11	27.18	-30.61
<b>2006-2007</b>	-13.20	20.14	3.15	-10.43
<b>2005-2006</b>	12.68	30.16	7.88	19.63

## Financial Details

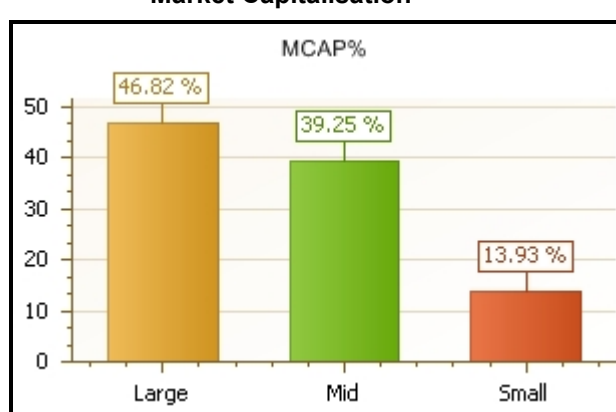
<b>AUM As On (30-Sep-2009)</b>	407.165301188
<b>NAV As On (30-Oct-2009)</b>	35.68
<b>Min Investment (in Rs.)</b>	5000
<b>NAV (52WeekHigh){20-Oct-2009}</b>	37.69
<b>NAV (52WeekLow){20-Nov-2008}</b>	14.61

## Top 10 Companies

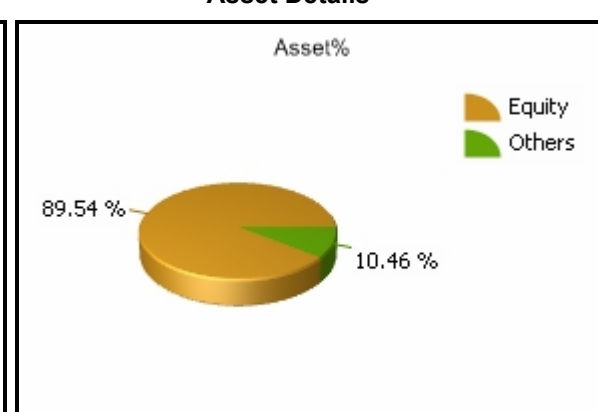
Name	(%)	
Short Term MMI	8.0	↑
Oil & Natural Gas Corpn. Ltd.	7.7	↓
Cadila Healthcare Ltd.	6.9	↓
Hindustan Petroleum Corporation. Ltd.	5.1	↑
Vardhman Textiles Ltd.	5.0	↑
FDC Ltd.	4.6	↓
ING Vysya Bank Ltd.	4.3	↓
NTPC Ltd.	3.6	↓
Corporation Bank Ltd	3.1	↓
eClerx Services Ltd	3.1	↓

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

## Market Capitalisation



## Asset Details



\*LargeCap- &gt;Rs. 5,000 crores; MidCap- between Rs.750 crores to Rs.5,000 crores; SmallCap- &lt;Rs.750 crores.

## SIP Details - Invested Rs 5000 Every Month

Period	Total Investment (Rs.)	Scheme(Rs )	Benchmark
1Year	60,000	104,312	
3Years	180,000	261,925	
5Years	300,000	510,658	
10Years	NA	NA	

## Whats In Whats Out(From Pervious Month)

	Company	Sector
In	3	2
Out	1	1
No Change %age	35	23

## Top 10 SectorWise Holding

Industry Name	(%)	
Pharmaceuticals & Drugs	15.9	↓
IT - Software	9.4	↓
Power Generation/Distribution	8.2	↓
Bank - Private	7.8	↓
Cement & Construction Materials	7.7	↓
Bank - Public	7.6	↓
Other	7.6	↓
Refineries	5.2	↓
Textile - Spinning	5.0	↓
Auto Ancillary	3.2	↓

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

## Scheme Performance As On (30/Oct/09)

Period	Returns	B'mark	Rank
3 Months	14.43	3.07	11/(192)
6 Months	77.69	35.63	9/(190)
1 Year	132.59	74.70	1/(186)
3 Years	10.01	7.72	45/(131)
5 Years	27.93	21.40	17/(82)
Since Inception	27.66	23.06	NA

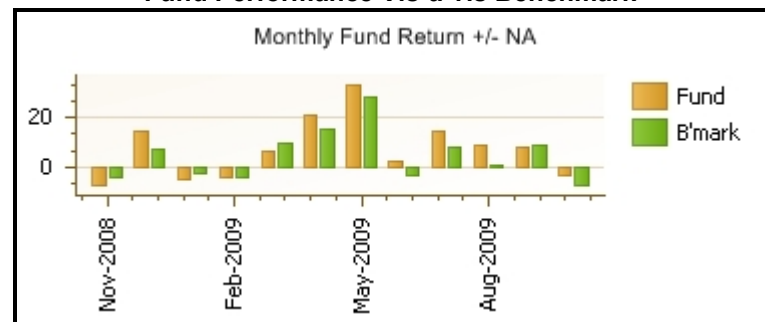
## Volatility Measures

Fama	-0.26 Std Dev	2.77
Beta	1.20 Sharpe	0.10

## Best/Worst Return

Period	Best Return		Worst Return			
	Fund(%)	B'mark(%)	Period	Fund(%) B'mark(%)		
Month	29/04/09 to 02/06/09	35.26	30.26	24/09/08 to 24/10/08	-36.90	-37.90
Quarter	20/08/08 to 20/11/08	88.22	80.92	20/08/08 to 20/11/08	-43.46	-42.18
Year	27/10/08 to 27/10/09	150.56	92.01	20/11/07 to 20/11/08	-55.33	-55.83

## Fund Performance Vis-a-vis Benchmark



DISCLAIMER: