

Momentum that can put your portfolio into action.

ICICI Prudential Active Momentum Fund

NFO DATES July 8, 2025 to July 22, 2025

What makes a player
command a premium
at auctions?

“Form factors” like Leadership
skills, Brand Value, Current
Performance, etc



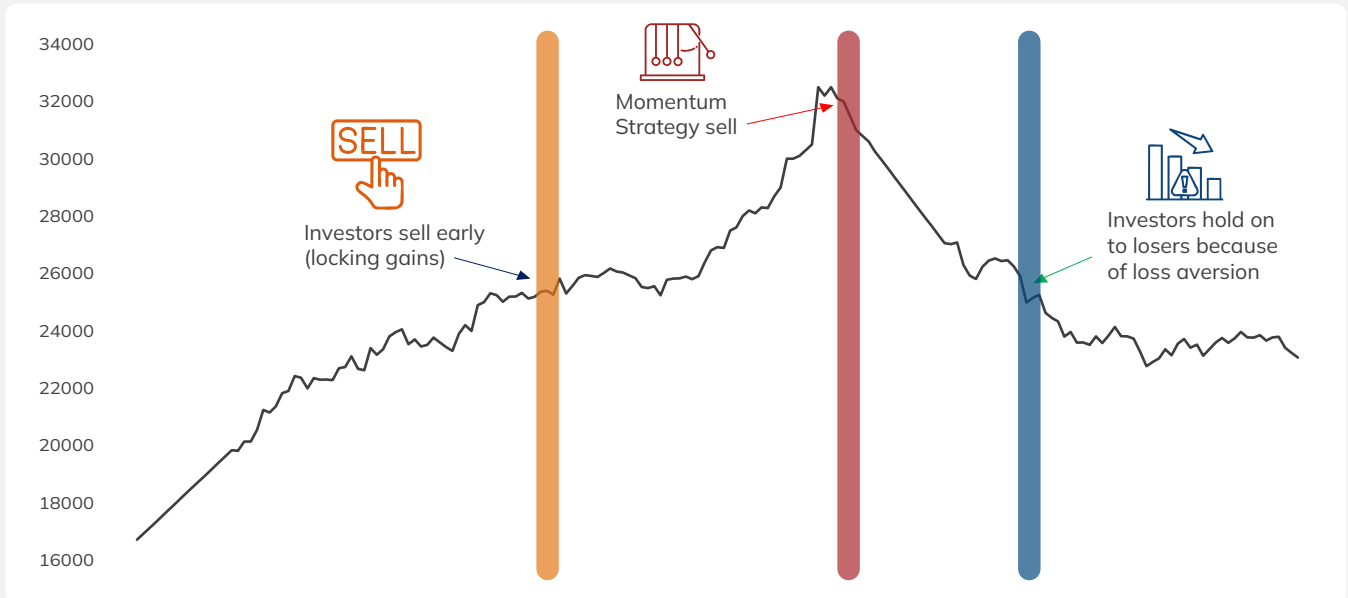
**Momentum
investing follows
the same principle.**

It picks stocks that are in
form — riding winners while
they're winning, and exiting
when they lose steam.

Form Factors = Momentum

Momentum strategy

Momentum adapts to market shifts. Its a strategy that aims to rides winners, cuts laggards, and keeps your portfolio aligned with what's working now.



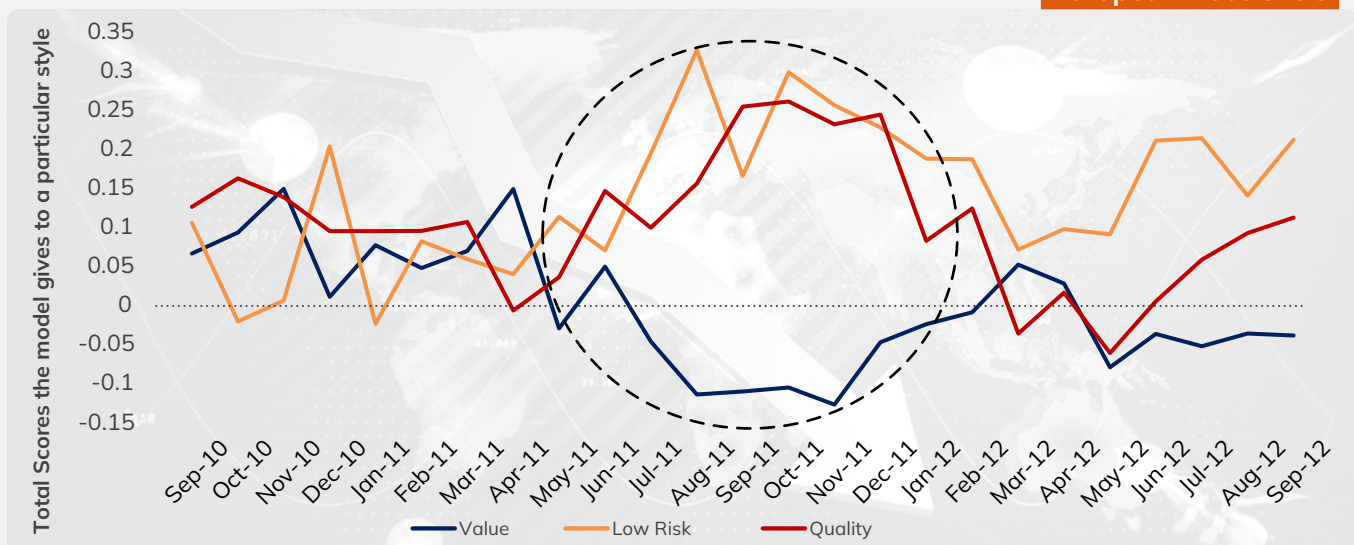
Note: Above example is for illustration purposes only.

As Momentum investing captures the market trends, it seamlessly transitions across investment styles

In times like the European Debt Crisis and NDA's win in 2014 elections, investor sentiment shifted drastically. Momentum model strategy too pivoted.

From value to high quality & low risk stocks

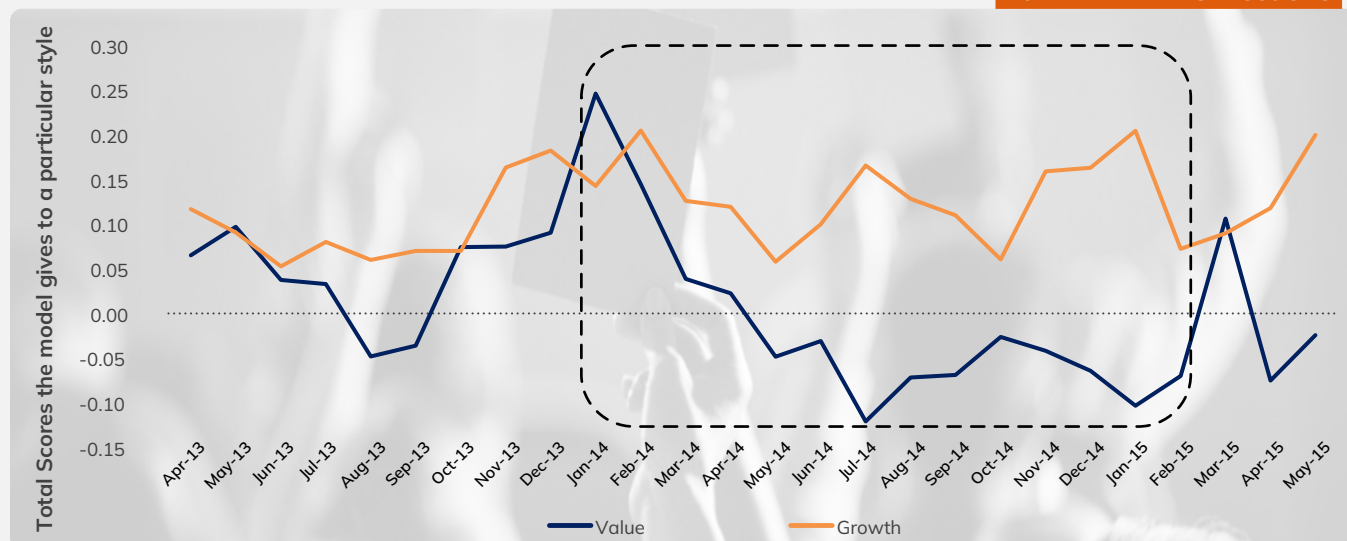
European Debt Crisis



Note: The above data is back tested using our in-house proprietary model for Momentum investing. The in-house model is based on various prevailing broad market parameters which are dynamic in nature. Past Performance may or may not sustain in the future. Style here refers to investment styles such as value, growth, contra, low risk etc.

From value to growth stocks

2014 NDA wins Elections



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Types of Momentum Investing

Price Momentum



Identifies stocks with favorable price trends using technical analysis



Focuses on market sentiment



Leverages technical factors and investor behaviour for selection



Trend reversal could be abrupt

Earnings Momentum



Identifies stocks basis their earnings & analyst ratings using fundamental analysis



Driven by business performance



Key drivers include margin trends and operational efficiency



Trend reversal could be relatively stable

Presenting

ICICI Prudential Active Momentum Fund

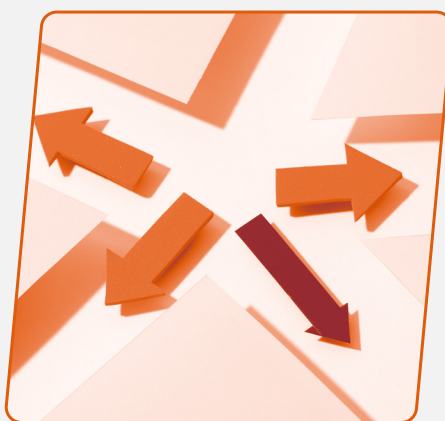
(An open-ended equity scheme following momentum theme)

Key Highlights of the Scheme



Momentum Filters

Invests based on price trends, earnings upgrades, and other factors.



Adaptive Style

Dynamically moves across sectors and market caps, wherever market momentum leads.



Flexible investment approach:

The scheme adopts a mix of Top-Down and Bottom-Up approach to identify momentum stocks.

Indicators to Identify Momentum

We use both technical and fundamental analysis:



Price Momentum is identified using technical indicators like favourable price trends.



Earnings Momentum is identified using following fundamental factors:



Beat the Estimate

Demonstrated consistency in beating analyst expectations or receiving multiple consensus upgrades.



Consistent Growth

Companies delivering steady earnings growth.



Other Factors

Factors that can influence the earnings and growth trajectory.

Portfolio Construction Process



Currently, our analyst track ~625 stocks that are fundamentally strong and backed by good corporate governance



Covered stocks[^] are further analyzed for determining sustainable momentum trends



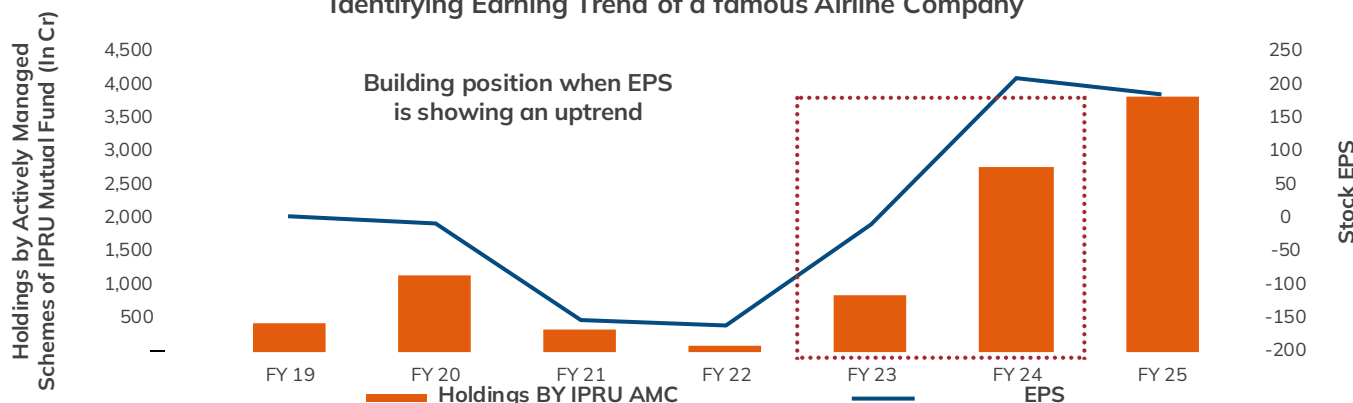
*Approx. 50 stocks selected to construct the portfolio

The in house model is based on various prevailing broad market parameters which are dynamic in nature. The model and portfolio shall be reviewed by the Fund Manager on a periodic basis and accordingly suitable changes shall be carried out *The number of stocks mentioned is for illustrative purpose only & is subject to change based on factors such as Scheme's AUM, market conditions and investment strategy. [^]Constituents of Nifty 500 Index. The asset allocation and investment strategy will be as per the Scheme Information Document.

Our Experience in identifying earnings trends

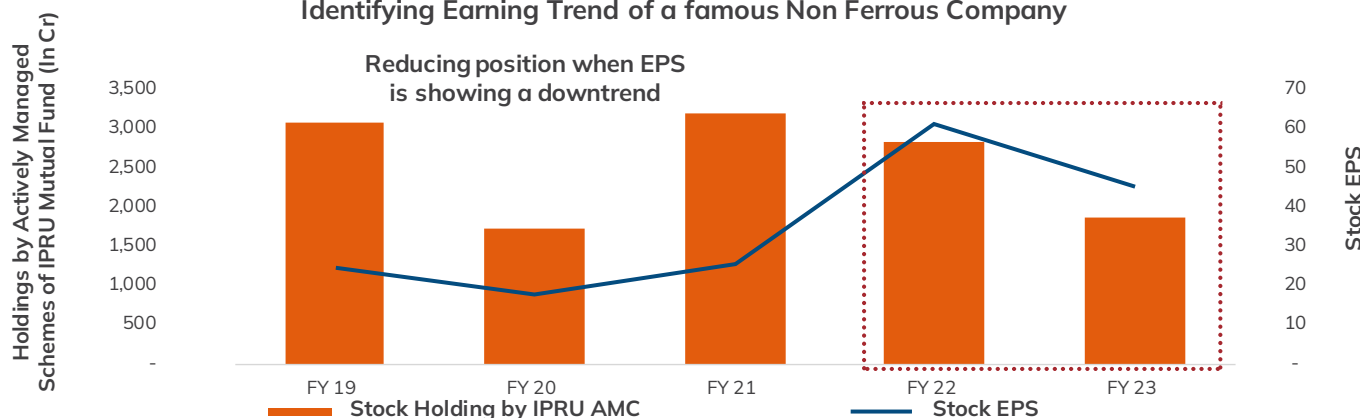
Identifying Uptrend

Identifying Earning Trend of a famous Airline Company



Identifying Downtrend

Identifying Earning Trend of a famous Non Ferrous Company



Source: Bloomberg. Past Performance may or may not sustain in the future. FY: Financial Year, EPS: Earnings Per Share. IPRU: ICICI Prudential. The stock(s)/sector(s) mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in these stock(s)/sector(s).

Momentum works in the now and aims to stay in sync with what's trending.

Scheme Features

Type of Scheme	An open ended equity scheme following momentum theme	
Plans	ICICI Prudential Active Momentum Fund – Regular Plan & ICICI Prudential Active Momentum Fund – Direct Plan	
Options	Growth	
Minimum Application Amount	Rs. 5,000 (plus in multiples of Re.1)	
Minimum Additional Application Amount	Rs. 1,000 (plus in multiples of Re.1)	
Minimum Redemption Amount	Any Amount	
Entry Load	Not applicable	
Exit Load	Less than 12 months	1% of applicable NAV
	More than 12 months	Nil
Benchmark Index	Nifty 500 TRI	
SIP / SWP / STP	Available	
Fund Managers	Ms. Manasvi Shah and overseas investment will be managed by Ms. Sharmila D'silva	

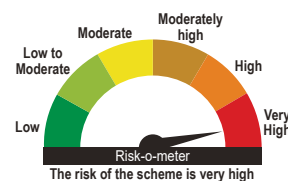
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Download our App **i-Invest** | Visit: www.iciciprurf.com | Contact your Mutual Fund Distributor

ICICI Prudential Active Momentum Fund (An open ended equity scheme following momentum theme) is suitable for investors who are seeking*:

- Long term wealth creation
- An open ended equity scheme investing in equity and equity related instruments of companies reflecting momentum factors.

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



It may be noted that the scheme risk-o-meter specified above is based on the internal assessment of the scheme characteristics and may vary post NFO when the actual investments are made. The same shall be updated on ongoing basis in accordance with clause 17.4 of the SEBI Master Circular on Mutual Funds dated June 27, 2024 (Master Circular).

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

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