

ICICI Prudential Tax Plan

An Open Ended Equity-linked Savings Scheme

ICICI
PRUDENTIAL
MUTUAL FUND

☞ **TARAKKI KAREIN!**

Tax Savings Bhi! Tarakki Bhi!!



ICICI Prudential Tax Plan is an Open Ended Equity Linked Savings Scheme that aims to generate capital appreciation by investing in equity and equity related securities.

Investment philosophy:

ICICI Prudential Tax Plan is a mix of large and mid/small cap stock, seeking to provide steady returns. The 3-year lock-in period, allows fund managers to select growth oriented stocks with a long-term perspective without day-to-day liquidity pressures.

Key benefits

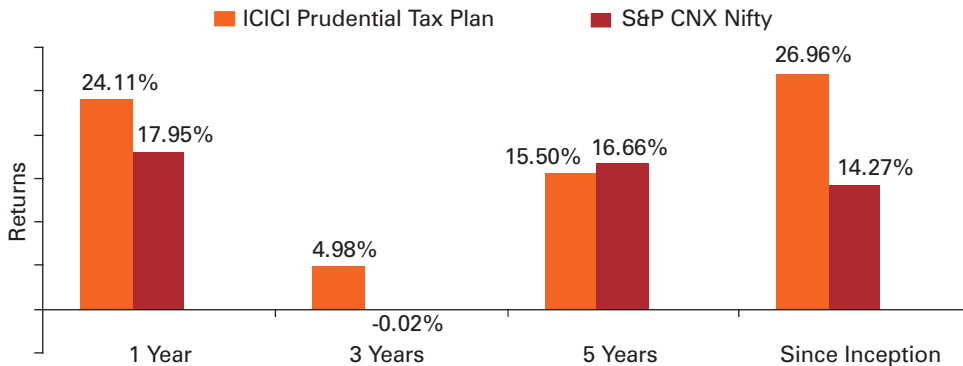
- ❑ It offers investors Tax savings with a unique 'Growth' dimension on account of long term equity investments. (Eligible for tax deduction upto the limits specified u/s 80C of the Income Tax Act, 1961)
- ❑ The dividend income is Tax free.
- ❑ The scheme offers significant advantages in terms of:
 - potential for higher returns
 - shorter lock-in period of 3 years compared to traditional tax saving instruments®

Invest in this fund if you are:

Looking for tax savings coupled with benefits of long-term equity investments

Performance - Growth Option (as on December 31, 2010):

The following table shows the performance comparison of ICICI Prudential Tax Plan vis-a-vis benchmark index S&P CNX Nifty.



Past performance may or may not be sustained in future. Returns are CAGR. Benchmark is S&P CNX Nifty. The allotment NAV has been taken as ₹ 10.00 for since inception returns. Inception date of the scheme is 19/08/1999. NAV of Growth Option is considered for calculation of performance without considering load.

You can also start small via ICICI Prudential - Systematic Investment Plan (SIP):

ICICI Prudential - SIP is a smart and simple way to invest. It enables you to start your investment in ICICI Prudential Tax Plan through affordable investment of ₹ 1000 every month.

Scheme Key Features

Options	Min. Application Amount	Min. Additional Investment
Growth & Dividend	₹ 500 plus in multiples of ₹ 1/-	₹ 500 and in multiples thereof.

Tax deductions upto the limits specified under Section 80C of the Income Tax Act is applicable on an investment under ELSS. The performance shown above is not necessarily indicate of future returns and may not necessarily provide a basis for comparison with other investments. The allotment NAV has been taken as ₹ 10 for since inception returns. *Traditional tax saving instruments may have implicit / explicit guarantee of Government of India or respective issuer for repayment of principal and interest. Partial or pre mature withdrawals are also allowed in some instruments. Investments in ELSS are subject to market risks and the NAV of units of ELSS may go up or down, depending on the factors and forces affecting the capital markets. Partial or pre mature withdrawals are not permitted in ELSS. Investors shall read and understand risk factors before making an investment decision. **Statutory Details:** ICICI Prudential Mutual Fund (the Fund) was set up as a Trust sponsored by Prudential plc (through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) and ICICI Bank Ltd. ICICI Prudential Trust Limited (the Trust Company), a company incorporated under the Companies Act, 1956, is the Trustee to the Fund. ICICI Prudential Asset Management Company Ltd (the AMC), a company incorporated under the Companies Act, 1956, is the Investment Manager to the Fund. ICICI Bank Ltd and Prudential Plc (acting through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) are the promoters of the AMC and the Trust Company. **Risk Factors: All investments in mutual funds 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 market and there can be no assurance that the fund's objectives will be achieved.** Past performance of the Sponsors, AMC/Fund does not indicate the future performance of the Schemes of the Fund. The Sponsors are not responsible or liable for any loss resulting from the operation of the Schemes beyond the contribution of an amount of ₹ 22.2 lacs, collectively made by them towards setting up the Fund and such other accretions and additions to the corpus set up by the Sponsors. **ICICI Prudential Tax Plan** (An open-ended Equity Linked Saving Scheme. Objective is to generate long term capital appreciation through investments made primarily in equity/equity related securities of the companies). **Entry Load:** Nil. **Exit Load:** Nil. **Investments in the scheme may be affected by trading volumes, settlement periods, volatility, price fluctuations, liquidity risks, market risk, currency risk for investments in foreign securities, lending & borrowing risks, Risks associated with Investing in Securitised Debt, credit & interest rate risks relating to debt investment.** ICICI Prudential Tax Plan is only the name of the Scheme and does not in any manner indicate either the quality of the scheme or its future prospects and returns. Mutual Fund investments are subject to market risks. Please read the Scheme Information Document and Statement of Additional Information Scheme carefully before investing.

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