

**Fund Report Card**

**ICICI Pru Focused Equity-Ret(G)**

**Fund Objective/Mission**

To generate long-term capital appreciation and income distribution to unitholders from a portfolio that is invested in equity and equity related securities of about 20 companies belonging to the large cap domain and the balance in debt securities and money market instruments. The Fund Manager will always select stocks for investment from among top 200 stocks in terms of market capitalization on the National Stock Exchange of India Ltd. If the total assets under management under this scheme goes above Rs.1000 crores the Fund Manager reserves the right to increase the number of companies to more than 20. However, there can be no assurance that the investment objective of the Scheme will be realized.

**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.icicipruamc.com

**Financial Details**

<b>AUM As On (31-Jan-2010)</b>	1041.867434811
<b>NAV As On (16-Feb-2010)</b>	13.14
<b>Min Investment (in Rs.)</b>	5000
<b>NAV (52WeekHigh){18-Jan-2010}</b>	14.02
<b>NAV (52WeekLow){05-Mar-2009}</b>	6.45

**Top 10 Companies**

Name	(%)	
Reliance Industries Ltd.	8.5	↑
Axis Bank Ltd.	7.9	↑
ITC Ltd.	7.0	↑
S&P CNX Nifty	6.6	↓
Bajaj Auto Ltd	6.0	↓
Bharti Airtel Ltd.	5.8	↑
ICICI Bank Ltd.	5.4	↓
Tata Consultancy Services Ltd.	5.0	↓
Short Term MMI	5.0	↓
Infosys Technologies Ltd.	4.8	↓

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

**Investment Information**

<b>Scheme</b>	Open ended scheme
<b>Launch Date</b>	26/May/2008
<b>Fund Manager</b>	Prashant Kothari
<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>	21
<b>Total Sectors:</b>	16
<b>P/E Ratio:</b>	17.80
<b>P/B Ratio:</b>	3.16
<b>Avg. Market Cap (Rs.On(31/Jan/2010))</b>	59778.77

**5 Years History**

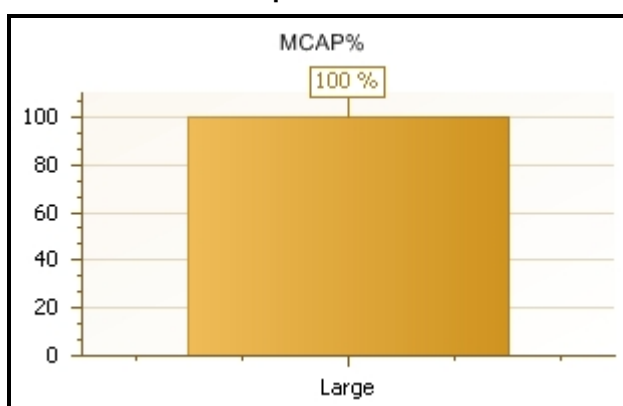
Financial Year	2009-2010	2008-2009	2006-2007	2007-2008	2008-2009
NAV in Rs.(as on 31st March)	13.14	7.50			
Net Assets(Rs Crores.) (as on 31st March)	1042	482			
Returns(%)	72.89	-25.15			
CNX NIFTY Returns(%)	-36.26	30.30	10.03	64.56	11.87
Category Rank	114/(199)	12/(189)			

\* Latest As on 16/Feb/10

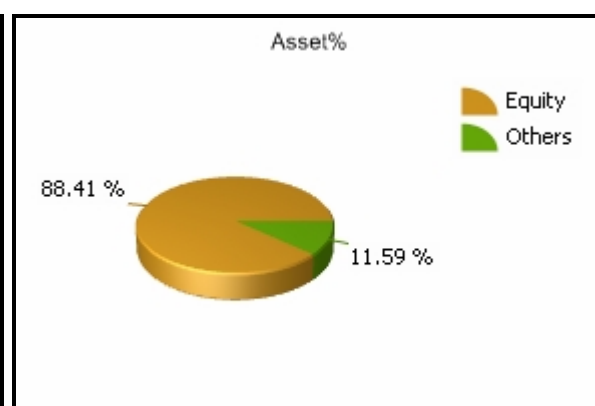
**Quarterly Performance Last % 5Years**

Financial Year	Q1	Q2	Q3	Q4
2009-2010	43.47	20.72	5.23	
2008-2009		-2.76	-18.93	4.90

**Market Capitalisation**



**Asset Details**



\*LargeCap- >Rs. 5,000 crores; MidCap- between Rs.750 crores to Rs.5,000 crores; SmallCap- <Rs.750 crores.

**Top 10 SectorWise Holding**

Industry Name	(%)	
IT - Software	14.0	↓
Bank - Private	13.7	↓
Other	9.0	↓
Bank - Public	8.2	↓
Oil Exploration	7.6	↓
Refineries	6.6	↓
Cigarettes/Tobacco	6.5	↓
Automobile Two & Three Wheelers	6.5	↓
Telecommunication - Service Provider	5.2	↓
Automobiles-Tractors	4.6	↓

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

**Scheme Performance As On (16/Feb/10)**

Period	Returns	B'mark	Rank
3 Months	-0.83	-4.00	103/(200)
6 Months	12.69	6.02	97/(194)
1 Year	84.29	70.47	97/(189)
3 Years	NA	NA	NA
5 Years	NA	NA	NA
Since Inception	16.98	-0.23	NA

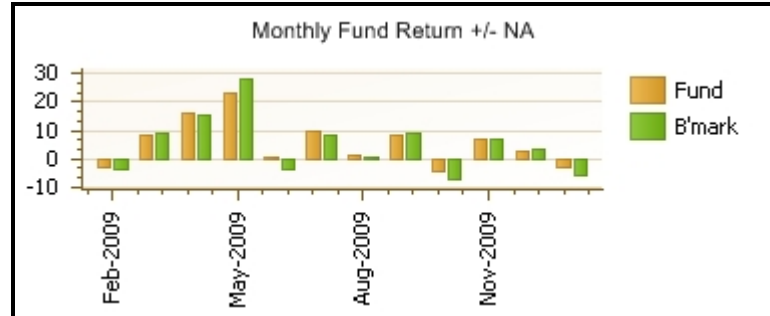
**Volatility Measures**

Fama	-0.06 Std Dev	2.11
Beta	1.15 Sharpe	0.12

**Best/Worst Return**

Period	Best Return		Worst Return			
	Fund(%)	B'mark(%)	Fund(%)	B'mark(%)		
Month	11/05/09 to 11/06/09	27.50	30.47	24/09/08 to 24/10/08	-33.51	-37.90
Quarter	24/07/08 to 24/10/08	75.08	80.92	24/07/08 to 24/10/08	-36.91	-41.72
Year	20/11/08 to 20/11/09	110.67	97.89	26/05/08 to 26/05/09	0.60	NA

**Fund Performance Vis-a-vis Benchmark**



DISCLAIMER: