



## IPO : ICICI Prudential Asset Management Co.

December 2025

## Snapshot

ICICI Prudential Asset Management Company Limited is one of India's leading asset management companies, jointly promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited. The company manages a diverse range of mutual funds, PMS, AIFs and advisory mandates, supported by strong product innovation and a wide multi-channel distribution network of 264 offices and over 106,000 distributors across India. The AMC benefits from ICICI Group's brand strength and a robust digital ecosystem, with 93.6% of transactions processed digitally. With a strong focus on technology, risk management and customer-centric solutions, it has built a dominant presence across equity, hybrid and ETF categories.

Opening Date	Friday, December 12, 2025
Closing Date	Tuesday, December 16, 2025
Price Band	Rs. 2061 to Rs. 2165 per share
Bid Lot	6 Shares
Face Value	Rs.1 per share
Issue Size	4,89,72,994 share (aggregating up to Rs.10,602.65 Cr)
Registrar	Kfin Technologies Ltd.

## Company Vision

ICICI Prudential Asset Management Company Limited envisions strengthening its position as a leading, innovation-driven asset manager committed to delivering long-term value for investors. The company aims to combine robust investment expertise, advanced digital platforms, and a multi-channel distribution network to make investing simpler, accessible, and more transparent across India. It strives to maintain leadership by scaling differentiated products across market cycles, leveraging data analytics, and deepening investor education. Supported by ICICI Bank and Prudential's global asset-management capabilities, the AMC focuses on sustainable growth, strong governance, and a customer-centric culture to remain one of India's most trusted investment partners.

## Growth Prospects

ICICI Prudential AMC is strongly positioned for future growth due to its leadership in active AUM, equity-oriented AUM, hybrid AUM, and individual investor AUM, supported by consistent above-industry CAGR in key categories. Its extensive distribution network of 264 offices and over 106,000 distributors, combined with 93.6% digital transaction penetration, enhances scalability and reach. The company's focus on innovative product launches, multi-asset strategies, ETFs, thematic funds, and PMS expansion strengthens its diversified revenue base. With rising financialization of savings, increasing SIP flows, and strong promoter backing from ICICI Bank and Prudential, ICICI AMC is poised for sustained long-term growth.

## Key Financial

Amount in cr.	30-Sep-25	FY2025	FY2024
Assets	4827.34	4,383.68	3,554.09
Total Income	2949.61	4,979.67	3,761.21
Profit After Tax	1617.74	2,650.66	2,049.73
EBITDA	2210.1	3,636.99	2,780.01
NET Worth	3921.56	3,516.94	2,882.84
Reserves and Surplus	3903.91	3,432.85	2,798.75

## Risk Assessment

ICICI Prudential AMC faces several risks that may affect its business performance. A significant portion of its revenue depends on equity-oriented mutual funds, making earnings vulnerable to market volatility and fluctuations in AUM. Regulatory changes by SEBI regarding fee structures, TER caps, or product guidelines may impact margins and profitability. Increased competition from other AMCs, PMS/AIF providers, and passive investment products can pressure market share. Dependence on third-party distributors carries compliance and reputational risks. Any cybersecurity breach, operational failure, or underperformance in flagship schemes can weaken investor confidence and reduce inflows, impacting long-term growth.