

## Bonus per Bonus

Period: 1<sup>st</sup> January to 31<sup>st</sup> March, 2014



"Bonus per Bonus" is over and above the SIP-STP Drive for the period 1<sup>st</sup> January to 31<sup>st</sup> March 2014

### Contest Structure

Sum of "single installment value" of eligible new SIPs - STPs registered during the contest period*	Incentive Rs *
> = Rs 20,000	Rs 1,000
> = Rs 40,000	Rs 2,000
> = Rs 80,000	Rs 4,000
> = Rs 120,000	Rs 8,000
> = Rs 240,000	Rs 16,000
> = Rs 360,000	Rs 32,000
> = Rs 500,000	Rs 50,000

\*Only applicable for Monthly SIP-STP with "number of installments" > = 36 and "installment value" > = 2000.

### Eligible Schemes

ICICI Prudential Dynamic Plan, ICICI Prudential Focused Bluechip Equity Fund, ICICI Prudential Discovery Fund, ICICI Prudential Infrastructure Fund, ICICI Prudential Tax Plan, ICICI Prudential Midcap Fund, ICICI Prudential Services Industries Fund, ICICI Prudential Banking & Financial Services Fund, ICICI Prudential Balanced Fund, ICICI Prudential FMCG Fund, ICICI Prudential Technology Fund, ICICI Prudential Indo Asia Equity Fund, ICICI Prudential Top 200 Fund, ICICI Prudential Top 100 Fund, ICICI Prudential Child Care Plan – Gift Plan, ICICI Prudential Equity - Volatility Advantage Fund, ICICI Prudential US Bluechip Equity Fund & ICICI Prudential Global Stable Equity Fund.

### Terms & Conditions:

- Payout will be made only after the contest period is over and **first** three successful installments of all the SIP-STP logged in the contest are received.
- In all the below cases total incentive paid will be deducted from future brokerage:
  - Payment Default or termination of SIP-STP due to any reason.
  - Discontinuation / Cancellation of SIP-STP by customer.
  - Broker change including that to direct.
- \*Bonus means incentive. Incentive paid will be inclusive of all taxes etc. This incentive is "additional trail being paid in advance" to the channel partner
- SIP/STP registered during the contest period only will be considered for bonus calculation.
- The value of the third installment of all the eligible SIP-STP will be added up, to arrive at the "sum of single installment value".
- The Brokerage/Incentive structure mentioned hereinabove is solely payable to AMFI/NISM certified IFAs of ICICI Prudential Asset Management Company Ltd. (IPAMC). The contest is for select IFAs. Additional expenses for mobilisation from such cities as specified by Securities and Exchange Board of India (SEBI) is subject to claw back if redeemed within one year from the date of investment. Terms and conditions of this contest including the Brokerage/Incentive structure are subject to change by IPAMC at its sole discretion without any prior intimation or notification. IPAMC shall not be responsible for any losses incurred by any one due to change in the Brokerage/Incentive structure.
- All IFAs should abide by the code of conduct and rules/regulations laid down by SEBI and AMFI. Also, it is specifically mentioned that the Agents/Distributors will neither pass on or rebate Brokerage/Incentive back to investors nor tempt them with rebate/gifts. IPAMC will take disciplinary action against any IFAs who is found violating the rules, regulations and Code of conduct.
- IPAMC reserves the right to suspend the incentive payable, if it is brought to our notice that higher incentive is offered to sub-brokers or have violated the code of conduct and / or rules / regulations laid down by SEBI and AMFI.
- The decision of IPAMC in all matters pertaining to the incentives will be final and binding in all respects.

10. The transactions will be subject to terms and conditions as mentioned in the Scheme Information Document (SID) & Statement of Additional Information (SAI) and shall be binding on all participants.
11. The distributor shall disclose all commissions (in the form of trail commission or any other mode) payable to them for the different competing Schemes of various Mutual Funds from amongst which the Scheme is being recommended to the investor

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