



FIXED INCOME FIESTA

You can earn additional incentive by
 cumulative mobilization in eligible schemes

Contest Period: January 01, 2014 - March 31, 2014

Eligible Schemes:

- ICICI Prudential Regular Savings Fund
- ICICI Prudential MIP 5
- ICICI Prudential MIP 25
- ICICI Prudential Corporate Bond Fund
- ICICI Prudential Monthly Income Plan

ICICI Prudential MIP 5, ICICI Prudential MIP 25 and ICICI Prudential Monthly Income Plan are open ended funds. Monthly Income is not assured and is subject to the availability of distributable surplus

NAME OF THE SCHEME	THIS PRODUCT IS SUITABLE FOR INVESTORS WHO ARE SEEKING*:		
ICICI Prudential Regular Savings Fund	Medium term savings solution	A Debt Fund that aims to deliver consistent performance by investing in a basket of debt and money market instruments with a view to provide reasonable returns while maintaining optimum balance of safety, liquidity and yield.	 LOW RISK (BLUE)
ICICI Prudential Corporate Bond Fund	Long term savings solution	A debt fund that invests in debt and money market instruments of various maturities with a view to maximise income while maintaining optimum balance of yield, safety and liquidity.	 LOW RISK (BLUE)
ICICI Prudential MIP 5	Medium term regular income solution	A hybrid fund that aims to generate regular income through investments primarily in debt and money market instruments and long term capital appreciation by investing a portion in equity.	 MEDIUM RISK (YELLOW)
ICICI Prudential Monthly Income Plan	Medium term regular income solution	A hybrid fund that aims to generate regular income through investments in fixed income securities with an aim to make regular dividend payment and seek for long term capital appreciation by investing a portion in equity.	 MEDIUM RISK (YELLOW)
ICICI Prudential MIP 25	Medium to long term regular income solution	A hybrid fund that aims to generate regular income through investments primarily in debt and money market instruments and long term capital appreciation by investing a portion in equity.	 MEDIUM RISK (YELLOW)

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

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

Note: Risk may be represented as:



(BLUE) investors understand that their principal will be at low risk



(YELLOW) investors understand that their principal will be at medium risk



(BROWN) investors understand that their principal will be at high risk

Cumulative Mobilisation in eligible schemes during contest period	Additional Incentives
More than or equal to Rs 5 lacs but less than Rs 10 lacs	10 bps
More than or equal to Rs 10 lacs but less than Rs 20 lacs	15 bps
More than or equal to Rs 20 lacs	25 bps

Please refer page 2 for Terms & Conditions

Terms and conditions:

- All IFAs, registered with ICICI Prudential Asset Management Company Limited (IPAMC) are eligible for the contest.
- Cumulative mobilization is defined as fresh purchase/additional purchase/switch-in from debt schemes except ICICI Prudential Regular Savings Fund and ICICI Prudential Corporate Bond Fund to eligible schemes. Switches among the eligible schemes will not be valid for contest purpose.
- Eligible IFAs should have valid NISM/AMFI certification.
- The Brokerage/Incentive structure mentioned hereinabove is solely payable to all AMFI/NISM certified IFAs of IPAMC and can be changed at its sole discretion without any prior intimation or notification. Terms and conditions 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.
- Incentives shall be paid to all eligible qualifiers one month after contest period is over and they are subject to claw back in case of outflow (redemptions / Switch / Systematic Transfer etc) with in stated period as mentioned in applicable brokerage 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.
- 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.

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