

COMMISSION STRUCTURE - 15th September to 31st December 2014
IFA ADV 3



Private & Confidential - Only for distributors			Across all cities (T15 & B15)					T15 Cities Total 1st year (D) = (A+B+C)	Additional Payout for B15 Business ⁵		B15 Cities Total 1st year (D+E+F)
SCHEME NAME	Clawback period [^]	Contest** (A)	Trail Paid in Advance (TPA) (B)	1st year (C)	2nd year	3rd year	4th year onwards		TPA (E)	Trail 1st year only (F)	
Dynamic Plan, Balanced Fund, Banking & Financial Services Fund, Infrastructure Fund	1 year	Special Incentive @ 25 bps	0.75%	0.75%	0.75%	0.75%	0.75%	1.75%	1.50%	Nil	3.25%
Target Returns Fund			0.75%	0.75%	0.75%	0.75%	0.75%	1.75%	1.50%	Nil	3.25%
Balanced Advantage Fund, Top 100, Midcap Fund			1.85%	Nil	0.75% (19th Month onwards)	0.75%	0.75%	2.10%	1.50%	Nil	3.60%
Global Stable Equity Fund		Nil	1.85%	Nil	0.75% (19th Month onwards)	0.75%	0.75%	1.85%	1.50%	Nil	3.35%
Dividend Yield Equity Fund			0.75%	0.75%	0.75%	0.75%	0.75%	1.50%	1.50%	Nil	3.00%
Focused Bluechip Equity Fund, Value Discovery Fund, US Bluechip Equity Fund	1 year		0.75%	0.75%	0.75%	0.75%	0.75%	1.50%	1.50%	Nil	3.00%
FMCG Fund, Technology Fund	1 year		0.75%	0.75%	0.75%	0.75%	0.75%	1.50%	Nil	Nil	1.50%
Exports and Other Services Industries Fund	2 years		2.25%	Nil	Nil	0.75%	0.75%	2.25%	Nil	Nil	2.25%
Top 200	1 year	Special Incentive @ 25 bps	0.50%	0.75%	0.50%	0.50%	0.50%	1.25%	Nil	Nil	1.25%
Tax Plan & Child Care Plan - Gift Plan	3 years		4.00%	Nil	Nil	Nil	0.50%	4.00%	1.50%	Nil	5.50%
MIP 5	6 months		Nil	0.15%	0.15%	0.15%	0.15%	0.15%	Nil	Nil	0.15%
Monthly Income Plan*	1 year		1.15%	Nil	0.60%	0.60%	0.60%	1.40%	1.40%	Nil	2.80%
MIP 25*	3 years		3.15%	Nil	Nil	Nil	0.50%	3.40%	0.75%	Nil	4.15%
Regular Saving Fund*	15 months	Special Incentive @ 25 bps	1.15%	Nil	0.50% (16th Month onwards)	0.50%	0.50%	1.40%	0.50%	Nil	1.90%
Corporate Bond Fund*	3 years		2.40%	Nil	Nil	Nil	0.50%	2.65%	Nil	Nil	2.65%
Income Plan*	1 year		1.10%	Nil	0.50%	0.50%	0.50%	1.35%	Nil	Nil	1.35%
Dynamic Bond fund *	9 months		0.70%	Nil	0.40%	0.40%	0.40%	0.70%	Nil	Nil	0.70%
Income Opportunities Fund	1 year		0.35%	Nil	0.25%	0.25%	0.25%	0.35%	Nil	Nil	0.35%
Short Term Plan *	6 months	Nil	0.55%	Nil	0.50%	0.50%	0.50%	0.55%	Nil	Nil	0.55%
Long Term Plan	3 years		2.00%	Nil	Nil	Nil	0.50%	2.00%	Nil	Nil	2.00%
Blended Plan A	Nil		Nil	0.45%	0.30%	0.30%	0.30%	0.45%	Nil	Nil	0.45%
Equity - Arbitrage Fund	Nil		Nil	0.40%	0.30%	0.30%	0.30%	0.40%	Nil	Nil	0.40%
Regular Gold Savings Fund	15 months		0.75%	0.40%	0.40%	0.40%	0.40%	1.15%	Nil	Nil	1.15%
Indo Asia Fund	Nil	Nil	Nil	0.50%	0.50%	0.50%	0.50%	0.50%	Nil	Nil	0.50%
Nifty Junior Index Fund	Nil		Nil	0.40%	0.40%	0.40%	0.40%	0.40%	Nil	Nil	0.40%
Index Fund	Nil		Nil	0.30%	0.30%	0.30%	0.30%	0.30%	Nil	Nil	0.30%
Child Care Plan - Study	1 year		0.75%	0.50%	0.75%	0.75%	0.75%	1.25%	Nil	Nil	1.25%
Short Term Gilt Fund	Nil		Nil	0.40%	0.40%	0.40%	0.40%	0.40%	Nil	Nil	0.40%
Long Term Gilt Fund	Nil	Nil	Nil	0.75%	0.25%	0.25%	0.25%	0.75%	Nil	Nil	0.75%
Gilt Treasury Plan - PF Option	Nil		Nil	0.40%	0.40%	0.40%	0.40%	0.40%	Nil	Nil	0.40%
Gilt Investment Plan - PF Option	Nil		Nil	0.25%	0.15%	0.15%	0.15%	0.25%	Nil	Nil	0.25%
Blended Plan B	Nil		Nil	0.10%	0.10%	0.10%	0.10%	0.10%	Nil	Nil	0.10%
Banking & PSU Debt Fund			Nil	0.40%	0.40%	0.40%	0.40%	0.40%	Nil	Nil	0.40%
Ultra Short Term Plan	1 month	Nil	0.075%	0.75% (2nd Month onward)	0.30%	0.30%	0.30%		Nil	Nil	
Savings Fund			Nil	0.80%	0.30%	0.30%	0.30%	0.80%	Nil	Nil	0.80%
Flexible Income Plan, Liquid Plan, Money Market Fund	Nil		Nil	0.05%	0.05%	0.05%	0.05%	0.05%	Nil	Nil	0.05%

SIP-STP Applications in above Equity schemes except Top 200, CCP - Gift & Tax Plan - Trail of 0.75% will be paid as advance for the stated period in addition to 0.75% 1st year trail and 0.75% Trail 2nd year onwards. SIP/STP registered at B 15 Location will get respective additional payout on per installment basis. Subject to revision on prospective basis.

SIP-STP Applications in Top 200, CCP Gift & Tax Plan - Brokerage would be same as normal purchase application. SIP/STP registered at B 15 Location will get respective additional payout on per installment basis. Subject to revision on prospective basis.

For all Switches - "Trail paid in advance" and / or Trail brokerage would be as normal purchase application (excluding switch between plans / options)

*For application size above Rs 10 crs in MIP, MIP25, Corporate Bond Fund, Regular savings fund, Income Plan, Dynamic Bond fund & Short Term Plan - "Trail Paid in Advance" and "B15 additional" will be paid as trail.

**Contest: Fresh purchase / additional purchase / switch-in are included in the contest. SIP/STP application will not be eligible for contest purpose.

[^] "Trail paid in advance" is paid in advance for the entire stated period. Trail paid in advance, is subject to proportionate claw back in case of outflows (Redemption, Switch (including between plans / options), Systematic withdrawal plan) with in the stated period from the date of investments. Stated period for All above mentioned Equity, Balanced fund, Monthly Income Plan & Debt funds with upfront payouts is 1 year, Regular savings fund & Regular Gold Savings Fund is 15 months, Top 100 Fund, Balanced Advantage Fund, Global Stable Equity Fund, Midcap Fund, Dividend Yield Fund & Target Returns Fund is 18 Months, Dynamic Bond fund is 9 Months, MIP 5 & Short Term Plan is 6 months, Ultra Short Term Plan & Banking & PSU Debt Fund is 1 month, Long Term Plan, MIP 25 & Corporate Bond Fund is 3 years.

⁵ "B - 15" cities are cities other than Mumbai (including Thane & Navi Mumbai), Delhi (including NCR), Bangalore, Kolkata, Chennai, Pune, Ahmedabad, Hyderabad (including Secunderabad), Baroda, Panajim, Jaipur, Lucknow, Surat, Kanpur and Chandigarh collectively referred to as "T - 15" cities. NRI business shall also considered as T 15 business

⁶ "Additional payout for B-15 Business" will be completely clawed back / recovered from future brokerage payments in case the investment is redeemed / Switched Out / Systematically Transferred within 1 year from date of investment.

Disclaimer: 1) The Brokerage / incentive given above is gross of any taxes/charges/levy and the same will be deducted at the time of payment of incentive as per prevailing rules. 2) The Brokerage structure mentioned hereinabove is solely payable to all AMFI / NISM certified IFAs of ICICI Prudential Asset Management Company Ltd. (IPAMC) and can be changed 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. Brokerage/incentive will be subject to clawback provisions, if applicable. 3) 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. 4) The aforesaid incentive is for genuine business mobilization and any misuse of this will tantamount to forfeiting of the incentive/rewards & hence you are advised to abide by the code of conduct and/or rules / regulations laid down by SEBI and AMFI. 5) IPAMC reserves the right to suspend the brokerage/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. 6) The IFAs 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. 7) The decision of IPAMC in all matters pertaining to the incentives will be final and binding in all respects on the participants. 8) 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. 9) Upfront commission shall be paid directly by the investor to the AMFI registered Distributors based on the investors' assessment of various factors including the service rendered by the distributor. 10) Your acceptance of this communication and further receipt of consideration upon collection will be deemed to be acceptance of the above terms.

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

SIP – STP Drive
ICICI Prudential Infrastructure Fund, ICICI Prudential Midcap Fund, ICICI Prudential Banking & Financial Services Fund
Period: 1st September to 30th September 2014



BROKERAGE FOR SIP-STP APPLICATIONS

(A) For SIP – STP installment size > Rs 100,000 or < Rs 2,000

[A]	Brokerage	Normal
(A 1)	Trail Paid in Advance (TPA)	1.50 %
(A 2)	B15 Business – Additional TPA	1.50 %
(A 3)	Trail (payable from 19 th month)	0.50 %

(B) Brokerage for below mentioned SIP-STP Installment size: SAME as above except for (A 1) which will be paid as per below given method

[B]	SIP/STP Installment Size	Payout for installment number	
		1 st to 36 th	37 installments and above
(B 1)	Rs 2000 = < Installment size = < Rs 100,000	Advance Payout ^{\$}	(A1) will be paid after receipt of SIP-STP installment

\$ "Advance Payout" = (SIP/STP Installment Size) x (Number of installments OR 36 whichever is less) x (1.50%)

\$ "Advance Payout" for various scenarios has been given below

SIP/STP Single Installment Amount (Rs.)	Number of Installments		
	12	24	36
	Payout amount in Rs		
Rs. 2,000	360	720	1,080
Rs. 5,000	900	1,800	2,700
Rs. 25,000	4,500	9,000	13,500
Rs. 100,000	18000	36,000	54,000

Terms & Conditions

- The Brokerage / incentive given above is gross of any taxes/charges/levy and the same will be deducted at the time of payment of incentive as per prevailing rules.
- Brokerage / Incentive structure is applicable during contest Period only and will be paid more than a month after the allotment of Units and along with the normal brokerage cycle.
- Brokerage structure is subject to revision on prospective basis.
- "TPA" is paid in advance for the entire stated period. TPA, is subject to proportionate claw back incase of outflows (Redemption, Switch (including between plans / options), Systematic withdrawal plan) within 18 months from the date of investments.
- "B – 15" cities are cities other than Mumbai (including Thane & Navi Mumbai), Delhi (including NCR), Bangalore, Kolkata, Chennai, Pune, Ahmedabad, Hyderabad (including Secunderabad), Baroda, Panjim, Jaipur, Lucknow, Surat, Kanpur and Chandigarh collectively referred to as "T – 15" cities. NRI business shall also considered as T 15 business
- "Additional payout for B-15 Business" will be completely clawed back / recovered from future Trail payments in case the investment is redeemed / Switched Out / Systematically Transferred within 1 year from date of investment.
- SIP/STP registered at B 15 Location will get respective additional B15 payout on per instalment basis.
- For payments made as per S.No (B1) and where below condition is applicable, in those cases TPA paid for the first 36 installments of a SIP/STP will be deducted proportionately from future brokerage:
 - Termination of SIP/STP due to any reason.
 - Discontinuation / Cancellation of SIP/STP by customer.
 - Broker change including that to direct.

9. The Brokerage structure mentioned hereinabove is solely payable to all AMFI / NISM certified IFAs of ICICI Prudential Asset Management Company Limited (IPAMC) and can be changed 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.
10. 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.
11. The aforesaid incentive is for genuine business mobilization and any misuse of this will tantamount to forfeiting of the incentive/rewards & hence you are advised to abide by the code of conduct and/or rules / regulations laid down by SEBI and AMFI.
12. The IFAs 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.
13. 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.
14. The decision of the IPAMC in all matters pertaining to the incentives and rewards will be final and binding in all respects on the participants.
15. 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.
16. Your acceptance of this communication and further receipt of consideration upon collection will be deemed to be acceptance of the above terms.

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Tax Plan Drive

Period: 1st August to 30th September 2014



On mobilization in ICICI Prudential Tax Plan, you would be eligible for incentive as per below given structure.

Mobilization per PAN ⁴	Incentive
>= Rs.20,000 to < Rs.50,000	Rs.100/-
>= Rs.50,000	Rs.250/-

Terms & Conditions:

- Above incentive structure is applicable for fresh purchase/additional purchase/switch-in transactions.
- Incentives shall be paid to all eligible qualifiers a month after contest period is over.
- Incentive paid will be inclusive of all taxes.
- Incase of multiple applications by same investor, only one application will be considered per investor PAN.
- Only the transactions posted during the contest period will be considered for calculation.
- The Brokerage/Incentive structure mentioned hereinabove is solely payable to all AMFI/NISM certified IFAs of ICICI Prudential Asset Management Company Ltd. (IPAMC). 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.
- The aforesaid incentive is for genuine business mobilization and any misuse of this will tantamount to forfeiting of the incentive & hence you are advised to abide by the code of conduct and/or rules / regulations laid down by SEBI and AMFI.
- 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.
- 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.
- Upfront commission shall be paid directly by the investor to the AMFI registered Distributors based on the investors' assessment of various factors including the service rendered by the distributor.
- 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.
- Your acceptance of this communication and further receipt of consideration upon collection will be deemed to be acceptance of the above terms.

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