



**Momentum**  
that can  
put your  
**portfolio**  
into action.

Invest in

**ICICI Prudential Active Momentum Fund**

**NFO DATES** July 8, 2025 to July 22, 2025

*Catch the trend and stay in while it runs.  
That's momentum!*

Momentum investing is a strategy that aims to capture the ongoing trends in the market.

**And now, you can tap into this strategy with a scheme built to follow it!**

The asset allocation and investment strategy will be as per as per the Scheme Information Document

Presenting

# ICICI Prudential Active Momentum Fund

(An open-ended equity scheme following momentum theme)

How this scheme can add strength to your portfolio:



## Stays in sync with trends

Rides what's in trend and exits what's not - driven by earnings/estimates and price momentum.



## Backed by data, not just hype

Focuses on factors like on price, earnings/estimates momentum and other factors.



## Adapts with the market

Moves across sectors and market caps - wherever momentum leads.



## Builds a momentum driven portfolio

Aims to build a focused portfolio of \*approx. 50 stocks.

\*The number of stocks mentioned is for illustrative purpose only & is subject to change based on factors such as Scheme's AUM, market conditions and investment strategy | The asset allocation and investment strategy will be as per as per the Scheme Information Document

Aim to put your portfolio into action with a **momentum-driven strategy** that aims to **stay aligned with evolving trends**.

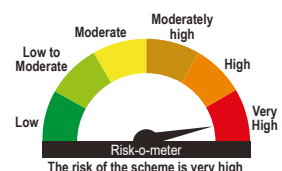
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Download our App **i-Invest** | Visit: [www.iciciprurf.com](http://www.iciciprurf.com) | Contact your Mutual Fund Distributor

ICICI Prudential Active Momentum Fund (An open ended equity scheme following momentum theme) is suitable for investors who are seeking\*:

- Long Term Wealth Creation
- An open ended equity scheme investing in equity and equity related instruments of companies reflecting momentum factors.

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



It may be noted that the scheme risk-o-meter specified above is based on the internal assessment of the scheme characteristics and may vary post NFO when the actual investments are made. The same shall be updated on ongoing basis in accordance with clause 17.4 of the Master Circular.

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