

Power your portfolio with Quality picks.



“

Whether we're talking about socks or stocks,
I like buying quality merchandise when it is
marked down.

”

– Warren Buffet

In times of market volatility and macro uncertainty, rather than chasing returns; it's about owning strong, efficient companies with consistent profit potential. In other words, **Quality**.





Going by the numbers, Quality could have an edge!



Strong Fundamentals

The **Nifty200 Quality 30 Index** reported a Return on Equity (RoE) of **36%**



Compared to **20%** for the broader **Nifty 200 Index**.

Source: Economic Times Article "Quality investing: Is It time to shift gears?" Data Since Inception, April 2005 to July 2024.

More Resilience

During the **Covid crash** (7 Feb – 23 Mar 2020),

The **Nifty200 Quality 30 Index** declined **28%**



While the **Nifty 200 Index** fell **37%**

Source: Economic Times Article "Quality investing: Is It time to shift gears?".

Wealth Creation Potential

Since April, 2005, Nifty200 Quality 30 TRI Index has outperformed broader market - Nifty 200 TRI Index due to its ability to limit the downside & capture the upside.

Nifty200 Quality 30 TRI

17.9% CAGR



VS



14.3% CAGR
Nifty 200 TRI

Source: NSE Indices Ltd. Data as on March 31, 2025. For indices TRI value is used | CAGR: Compound Annual Growth Rate.

The Quality outperformance story of Nifty200 Quality 30 TRI



■ Nifty200 Quality 30 TRI

Rs. 26.8 Lakhs

■ Nifty 200 TRI

Rs. 14.5 Lakhs

April-25

Rs. 1 Lakh

April-05

Data as on March 31, 2025. Past performance may or may not be sustained in the future.

The returns mentioned above are of the Index and should not be construed as Scheme returns. | Growth shown is on the basis of 17.9% CAGR (Nifty200 Quality 30 TRI Index) and 14.3% CAGR (Nifty 200 TRI Index) that the Index has delivered since inception - April, 2005.



Why Quality Now?



Triggers



Trade wars, geo-political tension, and a slowing global economy



Domestic and international business cycles losing steam



Valuations



Quality factor has delivered muted returns recently



Now relatively cheaper compared to other factors



Macro Themes Driving The Opportunity



Global Tariffs: Disrupting trade, fueling inflation



Interest Burden: High debt levels straining economies



Slowdown Pressures: Weak demand, inflation, and supply constraints

In short, the world is moving from
“Growth at any cost” to **“Resilience and Reliability”**
- and that’s where quality steps in.



Presenting ICICI Prudential Quality Fund

(An open ended equity scheme following Quality Factor as theme)



Key Highlights of the Scheme



Sector Agnostic



Portfolio is not limited by sector boundaries; stock selection is purely driven by quality metrics



Market Cap Agnostic



Invests across large, mid, and small-cap companies that meet quality standards



Blended Approach



Combines top-down macro insights with bottom-up stock selection



Quality Filters Used



High Return on Equity (ROE) and Return on Capital Employed (ROCE)



Efficient capital allocation practices



Strong management quality



Presence of a sustainable competitive advantage (economic moat)



Picking Quality, Step by Step – Our Approach



Currently, ~625 stocks under coverage by our analysts



Filtered down to 250+ stocks basis Quality filters like ROE, ROCE, etc.



Applied valuation filter on the coverage



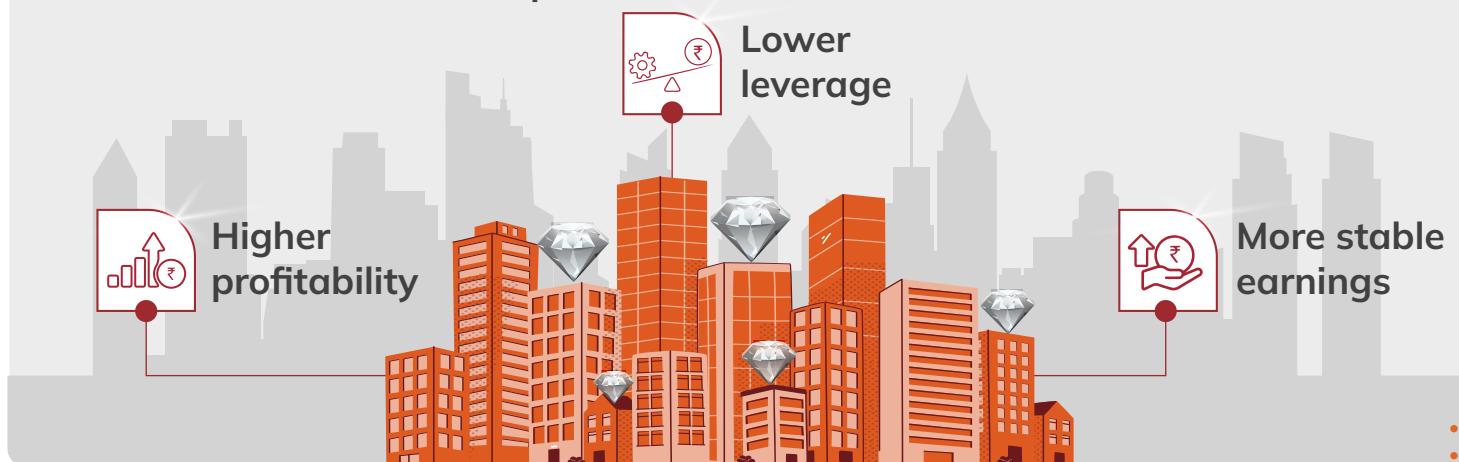
*Around 40-60 stocks selected



Benchmark – Nifty200 Quality 30 Index



The Nifty200 Quality 30 Index is the benchmark for ICICI Prudential Quality Fund. This index consists of **30 companies** with



Sector

Sector	Weights (%)	Stocks – Top 10	Weights (%)
FMCG	29.5	Nestle India Ltd	5.7
Information Technology	24.3	Coal India Ltd	5.5
Capital Goods	12.4	Hindustan Unilever Ltd	5.3
Oil, Gas and Consumable Fuels	10.0	Tata Consultancy Services Ltd	4.7
Consumer Durables	6.9	Asian Paints Ltd	4.7
Auto & Auto Components	6.4	Britannia Industries Ltd	4.7
Financial Services	2.8	ITC Ltd	4.7
Chemicals	2.7	HCL Technologies Ltd	4.6
Textiles	2.5	Bharat Electronics Ltd	4.6
Consumer Services	2.4	Infosys Ltd	4.5

Source: NSE. Data as on March 31, 2025. The stock(s)/sector(s) mentioned in this slide do not constitute any recommendation and ICICI Prudential Mutual Fund may or may not have any future position in these stock(s)/sector(s). IT: Information Technology, FMCG; Fast Moving Consumer Goods



Scheme Features



Type of Scheme	An open ended equity scheme following Quality Factor as theme	
Plans	ICICI Prudential Quality Fund – Regular Plan & ICICI Prudential Quality Fund – Direct Plan	
Options	Growth & IDCW*	
Minimum Application Amount	Rs. 5,000 (plus in multiples of Re.1)	
Minimum Additional Application Amount	Rs. 1,000 (plus in multiples of Re.1)	
Minimum Redemption Amount	Any Amount	
Entry Load	Not applicable	
Exit Load	Less than 12 months	1% of applicable NAV
	More than 12 months	Nil
Benchmark Index	Nifty200 Quality 30 TRI	
SIP / SWP / STP	Available	
Fund Managers	Mr. Ihab Dalwai & Ms. Masoomi Jhurmarvala	

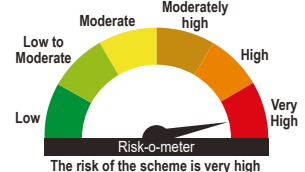
*IDCW – Income Distribution cum Capital Withdrawal Option. Payment of dividend is subject to availability of distributable surplus and Trustee approval. Pursuant to payment of IDCW, the NAV of the scheme falls to the extent of dividend payout. When units are sold and sale price (NAV) is higher than face value of the unit, a portion of sale price that represents realized gains is credited to an Equalization Reserve Account and which can be used to pay dividend. Dividend can be distributed out of investors capital (Equalization Reserve), which is part of sale price that represents realized gains. In case the unit holder has opted for dividend payout option, the minimum amount for dividend payout shall be 100 (net of dividend distribution tax and other statutory levy, if any), else the dividend would be mandatorily reinvested

Download our App **i-Invest** | Visit: www.iciciprumpf.com | Contact your Mutual Fund Distributor

ICICI Prudential Quality Fund (An open ended equity scheme following Quality Factor as theme) is suitable for investors who are seeking:*

- Long term wealth creation
- An open ended equity scheme investing in equity and equity related instruments based on the Quality Factor.

*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 SEBI Master Circular on Mutual Funds dated June 27, 2024 (Master Circular).

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

All figures and other data given in this document are dated March 31, 2025. The same may or may not be relevant at a future date. The AMC takes no responsibility of updating any data/information in this material from time to time. The information shall not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ICICI Prudential Asset Management Company Limited. Prospective investors are advised to consult their own legal, tax and financial advisors to determine possible tax, legal and other financial implication or consequence of subscribing to the units of ICICI Prudential Mutual Fund.

Disclaimer: In the preparation of the material contained in this document, ICICI Prudential Asset Management Company Ltd. (the AMC) has used information that is publicly available, including information developed in-house. Some of the material used in the document may have been obtained from members/persons other than the AMC and/or its affiliates and which may have been made available to the AMC and/or to its affiliates. Information gathered and material used in this document is believed to be from reliable sources. The AMC however does not warrant the accuracy, reasonableness and / or completeness of any information. We have included statements / opinions / recommendations in this document, which contain words, or phrases such as “will”, “expect”, “should”, “believe” and similar expressions or variations of such expressions, that are “forward looking statements”. Actual results may differ materially from those suggested by the forward looking statements due to risk or uncertainties associated with our expectations with respect to, but not limited to, exposure to market risks, general economic and political conditions in India and other countries globally, which have an impact on our services and / or investments, the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc. ICICI Prudential Asset Management Company Limited (including its affiliates), the Mutual Fund, The Trust and any of its officers, directors, personnel and employees, shall not liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner. Further, the information contained herein should not be construed as forecast or promise. The recipient alone shall be fully responsible/are liable for any decision taken on this material.