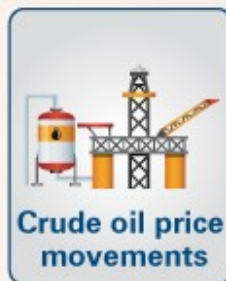


THE YEAR OF SIP

2019 is going to be a very exciting year for the Indian markets. We are looking at a year of uncertainty caused by certain events that have either occurred or scheduled to take place –



All of these events have or will contribute to varying market levels in the near future. In such a situation, investors are of the mindset to wait and watch. Everyone feels that they need to wait till all of these events play out before making further investment decisions.

This is where we need to play our parts and go out there and convince people of the need and the benefits of investing through Systematic Investment Plans. No matter how the market plays out, an SIP is evergreen – this is what needs to be conveyed for the benefit of an investor's finances. SIP as a product category has been growing at an exponential rate over the past few years, with the industry book size crossing 8000 crores per month. We have somehow not been able to capitalize on this momentum. But, with our distribution strength, I feel we can change the story in just a few months. We have also made some technological improvement in the MF buying process and now it's hassle-free and less time consuming for both the customer and the employees. I would request all of you to talk about SIPs in all your customer interactions.

Hence, it is our duty to get people invested in Systematic Investment Plans with us and help them ride this wave of uncertainty and convert it into a wealth creation opportunity. ICICI Prudential AMC has been promoting SIPs as a preferred mode of investment for a long time now and we are totally in sync with their philosophy.

Thus, it is with great excitement we announce to you our latest drive in making this year **'The Year of SIP'**!

ANNOUNCING