

BALANCED ADVANTAGE FUNDS

The equity market can be a confusing place.
But don't let that make you stay away from
investing and benefiting from it.

Common investment dilemmas

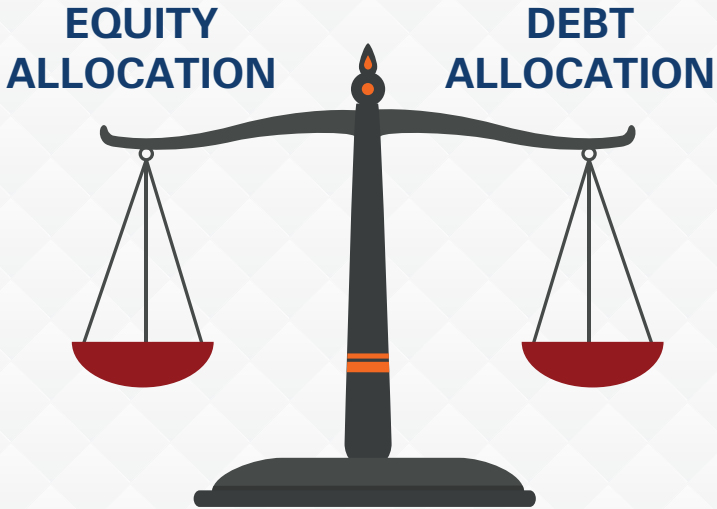


Investing decisions should be based on logic and rationality.
Don't let greed and fear disrupt your plans.

SO WHAT IS THE SOLUTION FOR THIS?

Balanced Advantage Funds are a simple solution.

Here's how **Balanced Advantage Funds** do it



These funds focus on adjusting the mix of asset classes to suit market conditions, giving you the right balance.

Invest in the **RIGHT ASSET** at the **RIGHT TIME**:



A mix of equity, debt and other asset classes

Dynamic, rule-based asset allocation for automatic re-balancing of funds

Combination of benefits of equity and debt based on market valuation

Take advantage of the market trend to deliver decent returns

HAVE A BETTER INVESTING EXPERIENCE

Balanced Advantage Funds offer a range of benefits.



Balance

Increases equity in the portfolio when valuations are low and reduces equity in the portfolio when valuations are high.

Performance

Benefit from exposure to performing asset classes and limit losses in case of non-performing asset classes.



Diversification



Exposure to equity and debt classes to manage risk and market volatility.

Tax efficiency

Flexibility to move between equity and debt without any tax implications to the investor.




Wealth creation



Aim to create wealth in the long term.

WHO SHOULD INVEST IN BALANCED ADVANTAGE FUNDS?



Investors seeking risk-adjusted returns.



Investors looking to move from traditional investments; not used to volatility of equity markets.



First-time investors with relatively low risk appetite.

**You too can make the smart choice by investing in
Balanced Advantage Funds and aim to
benefit from the RIGHT ASSET at the RIGHT TIME.**

To learn more about Mutual Funds

Visit
www.icicipruamc.com

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PRUDENTIAL 
MUTUAL FUND

TARAKKI KAREIN!

NOTE:**I. KNOW YOUR CUSTOMER (KYC):**

To invest in Mutual Funds, you will need to complete your Know Your Customer (KYC) requirements. You can do so by visiting any AMC branch or nearest Point of Service and submitting the completed KYC Form along with all the required self-attested documents.

Individual investors would be required to submit the following documents -

- A recent passport sized Photograph
- A Proof of identity - A copy of your PAN card
- A Proof of Address – A copy of your Voter ID card, Passport or Driving License

If you are already KYC Verified and would like to update any of your information, you can submit a completed KYC Details Change Form with the required self-attested documents at your nearest AMC branch or Point of Service.

II. SEBI REGISTERED MUTUAL FUNDS:

We advise investors to make informed decisions and are cautioned to invest only with SEBI registered Mutual Funds. List of Registered Mutual Funds is available at <https://www.sebi.gov.in/intermediaries.html>

III. COMPLAINT REDRESSAL:

For any queries, complaints & grievance redressal you can reach out to us at enquiry@icicipruamc.com or call us on 1800222999. If you are unsatisfied with the resolution or wish to escalate the matter, you may write to Investor Service Officer at servicehead@icicipruamc.com.

For this purpose, Mr. Rajneesh Dwivedi is the Investor Relations Officer of the Mutual Fund. He can be contacted at 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai – 400 063. Tel No.: 022-2685 2000, FAX No.: 022 -2686 8313. In case the investor is not satisfied with the resolution given by AMC, he can approach SEBI by registering his complaint on SCORES (SEBI Complaints Redress System) through <https://scores.gov.in/scores/Welcome.html>