



Equity Advised Portfolio Service (EAPS)



Why EAPS

- Structured way to build Stock portfolio
- Risk Based recommendation
- Flexibility to execute
 - Amount
 - Time
- Choice of Strategy
 - Fundamental Portfolios (Managed by ICICIdirect Research team)
 - Factor Portfolios (Managed by MSCI Research team)
- Support on Rebalancing



Salient Features - EAPS

<p>What does the service cover?</p>	<ul style="list-style-type: none"> ● Standardized Equity Portfolio based on risk profile ● Designed by award winning ICICIdirect research comprising of high quality stock picks (Fundamental Portfolios) ● Globally reputed MSCI's Factor/Quant based stock picks (Factor Portfolios) ● Online Platform for Basket Order Execution, Tracking of Portfolio Performance, Re-align of Portfolio changes etc. ● Well balanced and diversified portfolio for long term wealth creation ● Optimal sector/stock selection with suggested allocation thus reducing risk ● Periodic reviews and updates on performance of suggested portfolio
<p>What is not covered?</p>	<ul style="list-style-type: none"> ● Analysis / Evaluation of existing Direct Equity or MF portfolio ● Updates and advisor execution support for Debt / Mutual Funds
<p>Process</p>	<ul style="list-style-type: none"> ● Set-Up Fee has to be paid one time & upfront ● Recurring Advisory Fees option mandatory needs to be chosen at the time of Set-up itself (Quarterly/Yearly) ● Profiler has to be filled by you online through your ICICIdirect.com account ● You will receive soft copy of the initial report / review report via email (fps@icicisecurities.com)
<p>Eligibility</p>	<ul style="list-style-type: none"> ● Resident Individuals ● NRIs only from following countries: Bahrain, Kuwait, Oman, Qatar & United Arab Emirates. ● HUF / Trusts / Firms / Companies

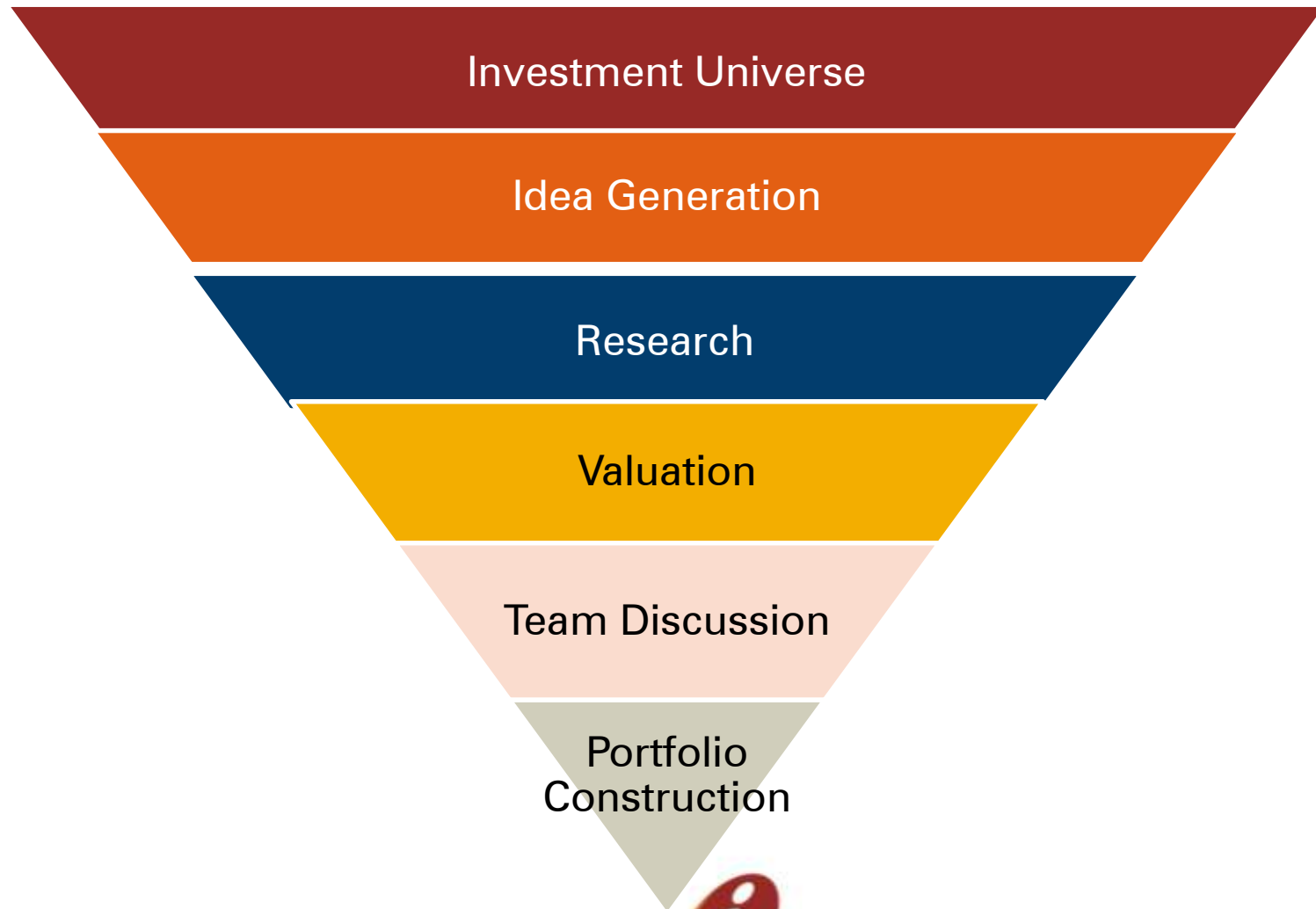


Fundamental Strategy

- Offers 3 risk based portfolios
 - Frontline Equity
 - Equity Opportunity
 - Equity Growth
- Based on Fundamental research by ICICIdirect Research



Investment Process by ICICIdirect Research Team



Portfolio Features- Fundamental Portfolios

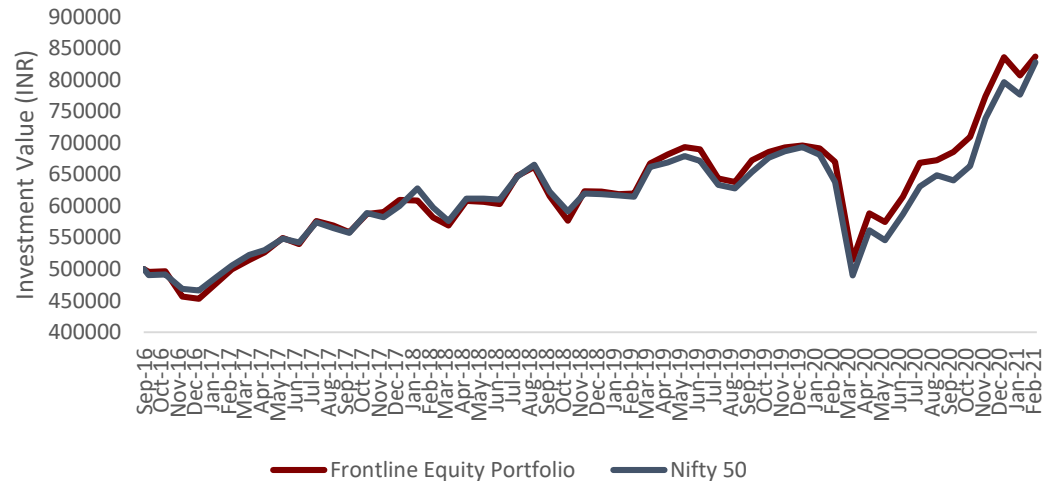
Launch	<ul style="list-style-type: none"> September 21, 2016 																							
Ideal Investment Horizon	<ul style="list-style-type: none"> 3 Years + 																							
Investment Universe	<ul style="list-style-type: none"> Majority of the stocks from ICICI direct coverage universe and/or BSE 500 																							
Risk Profile and its suggested portfolio	<table border="1"> <thead> <tr> <th rowspan="2">Risk Profile</th> <th rowspan="2">Portfolio</th> <th colspan="3">Market Capitalization (Weightage)</th> </tr> <tr> <th>Large Cap (%)</th> <th>Mid Cap (%)</th> <th>Small Cap (%)</th> </tr> </thead> <tbody> <tr> <td>Conservative</td> <td>Frontline Equity</td> <td>100</td> <td>0</td> <td>0</td> </tr> <tr> <td>Moderate</td> <td>Equity Opportunities</td> <td>87</td> <td>9</td> <td>4</td> </tr> <tr> <td>Aggressive</td> <td>Equity Growth</td> <td>28</td> <td>69</td> <td>3</td> </tr> </tbody> </table>	Risk Profile	Portfolio	Market Capitalization (Weightage)			Large Cap (%)	Mid Cap (%)	Small Cap (%)	Conservative	Frontline Equity	100	0	0	Moderate	Equity Opportunities	87	9	4	Aggressive	Equity Growth	28	69	3
	Risk Profile			Portfolio	Market Capitalization (Weightage)																			
		Large Cap (%)	Mid Cap (%)		Small Cap (%)																			
	Conservative	Frontline Equity	100	0	0																			
Moderate	Equity Opportunities	87	9	4																				
Aggressive	Equity Growth	28	69	3																				
No of Stocks	<ul style="list-style-type: none"> Between 15- 22 																							
Defining Market Capitalization	<p>As Per SEBI Definition:</p> <ul style="list-style-type: none"> Large Cap: 1st – 100th company in terms of full market cap. Mid Cap – 101st – 250th company in terms of full market cap. Small Cap – 251st company onwards in terms of full market cap. Calculated every six months based on the data as on end of June & December of each year (Available on AMFI Website) 																							
Portfolio Rebalancing	<ul style="list-style-type: none"> Quarterly Rebalancing As and when the ICICIdirect research team feels to change the portfolio 																							
Portfolio Execution	<ul style="list-style-type: none"> Discretionary at Customers end <i>Execution platform available on www.icicidirect.com>>Trade & Invest>>Advisory Services>> EAPS</i> Execution facility available if account mapped to Equity Advisor (Dealer) Online platform will be made available for the latest subscription only 																							



Portfolio 1- Frontline Equity Portfolio

Objective - Achieve long term stable capital appreciation by predominantly investing in Large cap companies with minimum risks in the portfolio.

Frontline Equity Portfolio vs. Nifty 50



Actual Performance (as on February 26, 2021)						
Model Portfolio / Benchmark	3 Month (Absolute)	6 Months (Absolute)	1 year (Absolute)	2 years (CAGR)	3 years (CAGR)	Inception* (CAGR)
Frontline Equity Portfolio	8.11%	24.45%	24.96%	16.20%	12.90%	12.32%
Nifty 50	12.03%	27.59%	29.70%	16.03%	11.46%	12.03%
<i>If you had invested Rs. 5 Lakhs; your money would have been</i>	540,551	622,270	624,805	675,068	719,620	837,043

*Inception Date: Sept. 21, 2016

**Absolute returns for the holding period in the portfolio.

Source: ICICIdirect research

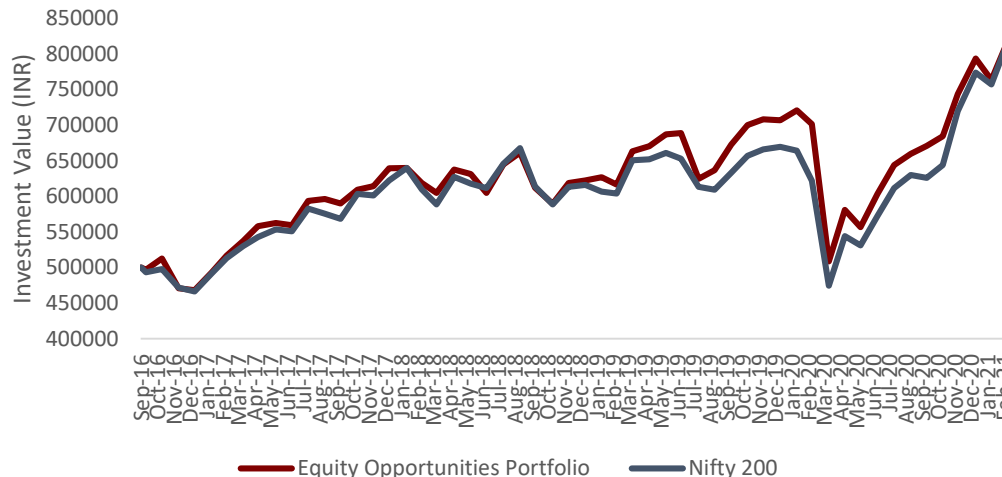
CAGR: Compounded Annualised Growth rate is used for period more than 1 year

Note: Past Performance may or may not sustain in future



Portfolio 2- Equity Opportunities Portfolio

Equity Opportunities Portfolio vs. Nifty 200



Objective – Achieve long term capital appreciation by investing in diversified portfolio of stocks with a Large cap & Midcap bias.

Actual Performance (as on February 26, 2021)						
Model Portfolio / Benchmark	3 Month (Absolute)	6 Months (Absolute)	1 year (Absolute)	2 years (CAGR)	3 years (CAGR)	Inception * (CAGR)
Equity Opportunities Portfolio	9.40%	23.33%	15.99%	14.89%	9.55%	11.60%
Nifty 200	12.84%	28.94%	30.68%	15.99%	10.03%	11.56%
<i>If you had invested Rs. 5 Lakhs; your money would have been</i>	547,009	616,634	579,943	660,036	657,398	813,644

*Inception Date: Sept. 21, 2016

**Absolute returns for the holding period in the portfolio.

Source: ICICIdirect research

CAGR: Compounded Annualised Growth rate is

Used for period more than 1 year

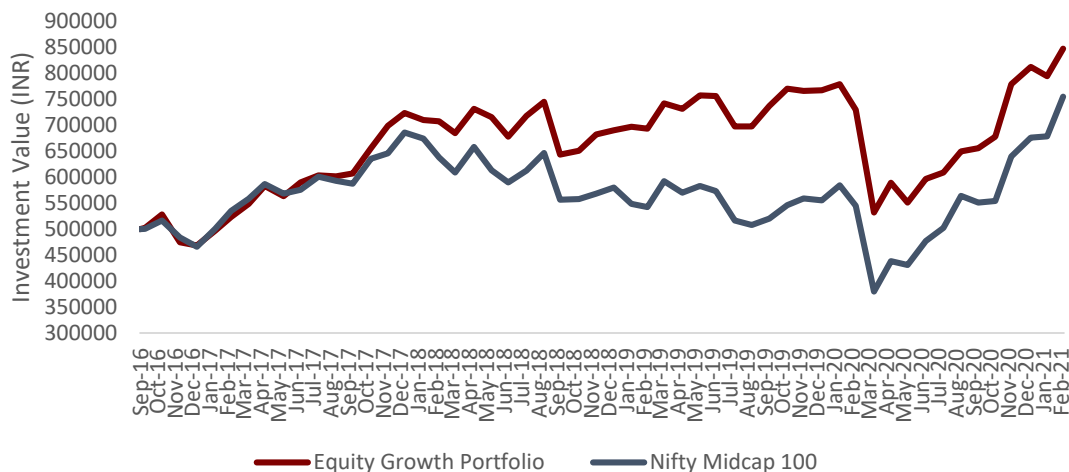
Note: Past Performance may or may not sustain in future



Portfolio 3- Equity Growth Portfolio

Objective - Generate long term risk-adjusted returns by predominantly investing in Mid cap companies with a preference for high risk high reward.

Equity Growth Portfolio vs. Nifty Midcap 100



Actual Performance (as on February 26, 2021)						
Model Portfolio / Benchmark	3 Month (Absolute)	6 Months (Absolute)	1 year (Absolute)	2 years (CAGR)	3 years (CAGR)	Inception* (CAGR)
Equity Growth Portfolio	8.76%	30.47%	16.09%	10.53%	6.19%	12.63%
Nifty Midcap 100	18.02%	33.97%	38.62%	17.96%	5.77%	9.74%
<i>If you had invested Rs. 5 Lakhs; your money would have been</i>	543,781	652,344	580,434	610,810	598,793	847,269

*Inception Date: Sept. 21, 2016

**Absolute returns for the holding period in the portfolio.

Source: ICICIdirect research

CAGR: Compounded Annualised Growth rate is

Used for period more than 1 year

Note: Past Performance may or may not sustain in future



Factor Strategy

- Based on Factor Index methodologies by MSCI

(Erstwhile Morgan Stanley Capital International)

- MSCI is a leading worldwide provider of investment decision support tools, with over USD 11 trillion tracking its 200,000 equity Indexes

- Six Style Factors:



- Offers 2 risk based portfolios

- Risk Weighted Portfolio (Based on Low Volatility Factor)
- Prime Value Portfolio (Based on Value Investing Factor)



Portfolio Features- Factor Portfolios

Launch	<ul style="list-style-type: none"> ● June 2, 2017 				
Ideal Investment Horizon	<ul style="list-style-type: none"> ● 3 Years + (MSCI Risk Weightage Top 25 Portfolio) ● 5 years + (MSCI Prime Value Top 25 Portfolio) 				
Investment Universe	<ul style="list-style-type: none"> ● MSCI India Domestic Investable Market Index & exclusion provided by ICICIdirect research 				
Risk Profile and its suggested portfolio	Risk Profile	Portfolio	Market Capitalization (Weightage)		
			Large Cap (%)	Mid Cap (%)	Small Cap (%)
	Conservative/ Moderate	MSCI ICICI Risk Weighted Top 25	60	36	04
	Aggressive	MSCI ICICI Prime Value Top 25	37	46	17
No of Stocks	<ul style="list-style-type: none"> ● 25 stocks 				
Defining Market Capitalization	<p>As Per SEBI Definition:</p> <ul style="list-style-type: none"> ● Large Cap: 1st – 100th company in terms of full market cap. ● Mid Cap – 101st – 250th company in terms of full market cap. ● Small Cap – 251st company onwards in terms of full market cap. ● Calculated every six months based on the data as on end of June & December of each year (Available on AMFI Website) 				
Portfolio Rebalancing	<ul style="list-style-type: none"> ● Half Yearly rebalancing (June & December) 				
Portfolio Execution	<ul style="list-style-type: none"> ● Discretionary at Customers end ● Execution platform available <i>on www.icicidirect.com>>Trade & Invest>>Advisory Services>> EAPS</i> ● Execution facility available if account mapped to Equity Advisor (Dealer) ● Online platform will be made available for the latest subscription only 				



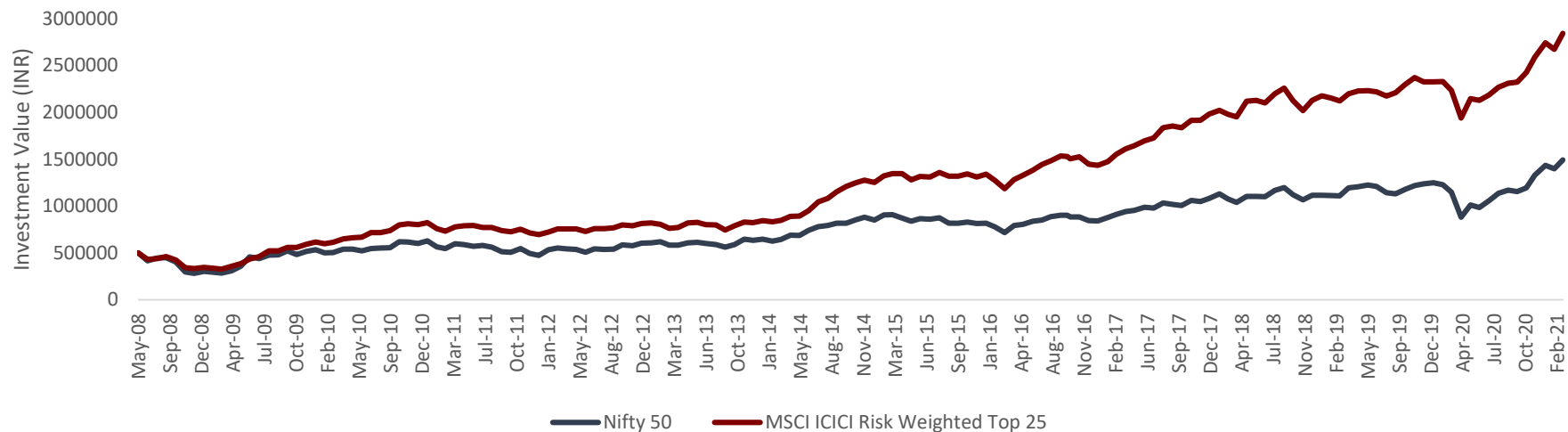
MSCI ICICI Risk Weighted Factor Portfolio

- A low volatility portfolio suitable for more stable performance
- Weights of stocks in portfolio adjusted as per the volatility
- Strategy well tested for superior risk premium
- Well suited for 3-5 years of investment horizon
- Ideal for Conservative & Moderate Profile



MSCI ICICI Risk Weighted Portfolio Performance

MSCI ICICI Risk Weighted Top 25 Portfolio vs. Nifty 50



Portfolio/Benchmark	Actual Performance					Back Tested Performance	
	3 mths (Absolute)	6mths (Absolute)	12 mths (Absolute)	2 years (CAGR)	3 years (CAGR)	5 years (CAGR)	Since Inception# Sep 21, 2016 (CAGR)
Risk weighted Portfolio*	14.01%	31.41%	35.01%	13.17%	3.95%	11.93%	7.29%
Nifty 50*	12.84%	28.94%	30.68%	15.99%	10.03%	15.71%	11.56%
<i>If you had invested Rs. 5 Lakhs; your money would have been</i>	570,075	657,062	675,075	640,381	561,702	878,488	683,074

*Returns as on February 26, 2021 **Note: Past Performance may or may not sustain in future**

Assumed Rs.5 Lakhs invested

Data Source: MSCI Actual Inception : June 2, 2017

Since Inception#- September 21, 2016 (Backtested NAV used)

CAGR=Compounded Annualised Growth Rate is used for period more than 1 year.



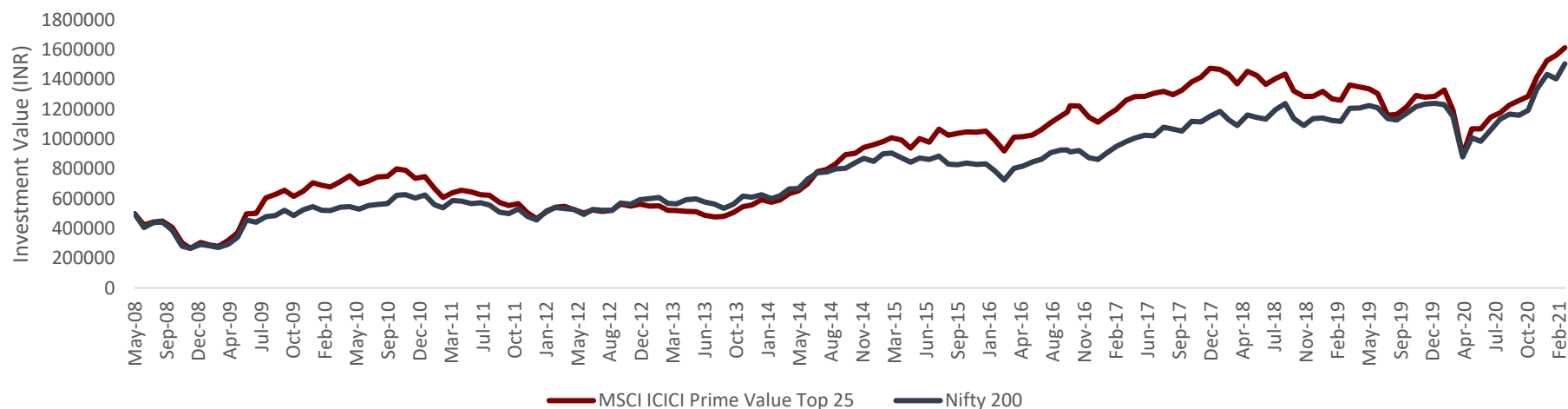
MSCI ICICI Prime Value Factor Portfolio

- A portfolio based on principles of value investing into good quality stocks
- Quality filter is based on combination of three fundamental variables, namely Return on Equity (ROE), Debt to Equity (D/E) and Earnings Variability (EPS)
- The Value ranking is based on four value descriptors, namely Trailing Price to Earnings (P/E), Price to Book Value (P/B), Price to Sales (P/S) and Price to Cash Earnings (P/CE)
- Strategy well tested for superior risk premium
- Well suited for 5 years and above of investment horizon
- Ideal for Aggressive Profile



MSCI ICICI Prime Value Portfolio Performance

MSCI ICICI Prime Value Top 25 Portfolio vs. Nifty 200



	Actual Performance					Back Tested Performance	
Portfolio/Benchmark	3 mths (Absolute)	6mths (Absolute)	12 mths (Absolute)	2 years (CAGR)	3 years (CAGR)	5 years (CAGR)	Since Inception# Sep 21, 2016 (CAGR)
Prime Value Portfolio*	9.74%	23.06%	27.16%	15.77%	12.86%	19.14%	14.99%
Nifty 200*	12.03%	27.59%	29.70%	16.03%	11.46%	15.77%	12.03%
<i>If you had invested Rs. 5 Lakhs; your money would have been</i>	548,704	615,319	635,823	670,179	718,804	1,200,023	928,919

*Returns as on February 26, 2021 **Note: Past Performance may or may not sustain in future**

Assumed Rs.5 Lakhs invested

Data Source: MSCI Actual Inception : June 2, 2017

Since Inception#- September 21, 2016 (Backtested NAV used)

CAGR=Compounded Annualised Growth Rate is used for period more than 1 year



Summary of EAPS Portfolio Performance & Ranking

Point to Point Return as on February 26, 2021

Portfolio Manager/ Strategy	Risk Profile	Portfolio Name	Market Cap Allocation	Current Value of the Investment of Rs. 5 Lakhs (in Rs.)	3 Months Abs %	6 Months Abs %	1 Year Abs %	2 Years CAGR %	3 Years CAGR %	Since Inception CAGR % (Sep 21, 2016)	Ranking *
Managed by ICICIdirect Research (Fundamental Strategy)	Conservative	Frontline Equity Portfolio	L=100%, M=00% & S=00%	837,043	7.92%	21.61%	20.52%	16.05%	12.50%	12.32%	3
	Moderate	Equity Opportunities Portfolio	L=87%, M=09% & S=04%	813,644	9.46%	20.03%	11.64%	14.81%	9.26%	11.60%	4
	Aggressive	Equity Growth Portfolio	L=28%, M=69% & S=03%	847,269	12.10%	27.35%	12.74%	11.20%	6.97%	12.63%	2
Managed by MSCI (Factor Strategy)	Conservative/ Moderate	Risk Weighted	L=60%, M=36% & S=04%	928,919	10.74%	19.96%	23.90%	15.59%	12.84%	14.99%	1
	Aggressive	Prime Value	L=37%, M=46% & S=17%	683,074	16.83%	27.50%	29.67%	13.09%	3.82%	7.29%	5

Highlighted Green color shows the highest performance in their respective time period amongst five portfolios.

Assumed Rs.5 Lakhs invested. *Ranking is based on since Inception performance.

Returns excludes any dividend received during the period

Inception date: Sep 21, 2016. NAV Source: ICICIdirect Research & MSCI.

MSCI NAV prior to June 2, 2017 are backtested NAVs

L=Largecap M=Midcap & S=Smallcap stocks

Abs=Absolute return is used when period is less than a year

CAGR=Compounded Annualised Growth Rate is shown for period more than 1 year.



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