

ICICI Prudential Rural Opportunities Fund

(An open ended equity scheme following Rural and allied theme)

Category
Sectoral/Thematic

Scheme Details

Fund Managers** :

Priyanka Khandelwal (Managing this fund since January, 2025 & overall 10 years of experience)



Inception/Allotment date: 28-Jan-25



Monthly AAUM as on 30-Jun-25 : Rs. 1,453.08 crores

Closing AUM as on 30-Jun-25 : Rs. 1,559.80 crores



Application Amount for fresh Subscription :
Rs.5,000 (plus in multiples of Re.1)



Min.Addl.Investment :
Rs.1,000 (plus in multiples of Re.1)



Indicative Investment Horizon: 5 years & above



Exit load for Redemption / Switch out :-
Lumpsum & SIP / STP / SWP Option

- 1% of applicable Net Asset Value - If the amount sought to be redeemed or switch out within 12 months from allotment.



- NIL - If the amount sought to be redeemed or switched out more than 12 months.

Total Expense Ratio @@@ :

Other : 2.13% p. a.

Direct : 0.94% p. a.



NAV (As on 30-Jun-25): Growth Option : Rs. 11.12 | IDCW Option : 11.12 | Direct Plan Growth Option : Rs. 11.18 | Direct Plan IDCW Option : 11.18



Portfolio as on June 30, 2025

Company/Issuer	Rating	% to NAV	% to NAV Derivatives
Equity Shares		89.82%	-1.43%
Agricultural Food & Other Products		1.02%	
Marico Ltd.		1.02%	
Automobiles		14.41%	
• TVS Motor Company Ltd.		3.83%	
• Mahindra & Mahindra Ltd.		3.82%	
Maruti Suzuki India Ltd.		2.90%	
Eicher Motors Ltd.		2.06%	
Bajaj Auto Ltd.		1.80%	
Banks		9.47%	-1.43%
• State Bank Of India		5.79%	
• Bank Of Baroda		3.67%	-1.43%
Cement & Cement Products		5.06%	
Ultratech Cement Ltd.		1.86%	
JK Lakshmi Cement Ltd.		1.64%	
Birla Corporation Ltd.		1.56%	
Consumer Durables		1.49%	
Asian Paints Ltd.		1.49%	
Diversified Fmcg		14.45%	
• Hindustan Unilever Ltd.		9.35%	
• ITC Ltd.		5.10%	
Finance		3.87%	
LIC Housing Finance Ltd.		2.82%	
Cholamandalam Investment And Finance Company Ltd.		1.04%	
Food Products		8.00%	
• Nestle India Ltd.		4.77%	
• Britannia Industries Ltd.		3.23%	
Insurance		8.93%	
SBI Life Insurance Company Ltd.		3.13%	
Max Financial Services Ltd.		2.02%	
Life Insurance Corporation of India		1.95%	
HDFC Life Insurance Company Ltd.		1.83%	
Leisure Services		2.02%	
Indian Railway Catering and Tourism Corporation Ltd.		2.02%	
Personal Products		1.61%	
Dabur India Ltd.		1.61%	
Power		4.87%	
• NTPC Ltd.		4.87%	
Telecom - Services		5.19%	
• Bharti Airtel Ltd.		5.19%	
Treasury Bills		2.93%	
364 Days Treasury Bill 2025 SOV		2.16%	
91 Days Treasury Bill 2025 SOV		0.77%	
Equity less than 1% of corpus		9.44%	
Short Term Debt and net current assets		8.67%	
Total Net Assets		100.00%	

- Top Ten Holdings Securities and the corresponding derivative exposure with less than 1% to NAV, have been clubbed together with a consolidated limit of 10%. Derivatives are considered at exposure value.

Top 5 Stock Holdings

Hindustan Unilever Ltd.	9.35%
State Bank Of India	5.79%
Bharti Airtel Ltd.	5.19%
ITC Ltd.	5.10%
NTPC Ltd.	4.87%

Top 5 Sector Holdings

Fast Moving Consumer Goods	26.32%
Financial Services	24.29%
Automobile And Auto Components	15.48%
Construction Materials	6.45%
Power	5.32%

Benchmark

Nifty Rural TRI

Quantitative Indicators

Annual Portfolio Turnover Ratio :
Equity - 0.40 times

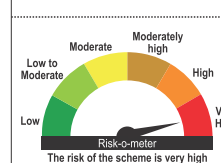
The figures are not netted for derivative transactions.
**In addition to the fund manager managing this fund, overseas investment is managed by Ms. Sharmila D'Silva.
@@ Total Expense Ratio is as on the last day of the month.
Mr. Sankaran Naren have ceased to be the Fund Manager effective July 8, 2025. The Scheme is now managed by Priyanka Khandelwal.
Refer page no 102 to 110 for details on option, entry load, SWP, STP/Flex STP & minimum redemption amount pertaining to the scheme
For IDCW History : Refer page no. from 129 to 134, For SIP Returns : Refer page no. from 123 to 128, For Investment Objective : Refer page no. from 135 to 137.

Riskometer

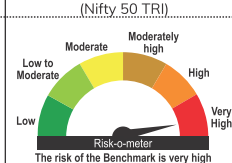
This product labelling is applicable only to the scheme

- This Product is suitable for investors who are seeking*:
- Long Term Wealth Creation
 - An equity scheme following Rural and allied theme

Scheme



Benchmark (Nifty 50 TRI)



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

ICICI Prudential Mutual Fund Corporate Office

ONE BKC, A - Wing, 13th Floor, Bandra-Kurla Complex, Mumbai 400 051, India.

Tel: 022 - 26525000 Fax: 022 - 26528100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com

Statutory Details & Risk Factors

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

Disclaimer: In the preparation of the material contained in this document, the AMC has used information that is publicly available, including information developed in-house. Some of the material(s) 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 be 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.