

# Smart Beta Portfolios

# Isec's Smart Beta Offerings

Investor Type	Active Index	Multifactor	Momentum Quality
Long Term Benefit	Conservative	Balanced	Aggressive
Risk	Modest capital appreciation, with lower risk	Capital appreciation, across all cycles	Highest capital appreciation
Instrument	Lags during extreme bull rallies	May lag during sharp rallies	Experiences large drawdowns
	Stocks	ETFs	Stocks

Low Risk

High Risk



# Performance Snapshot

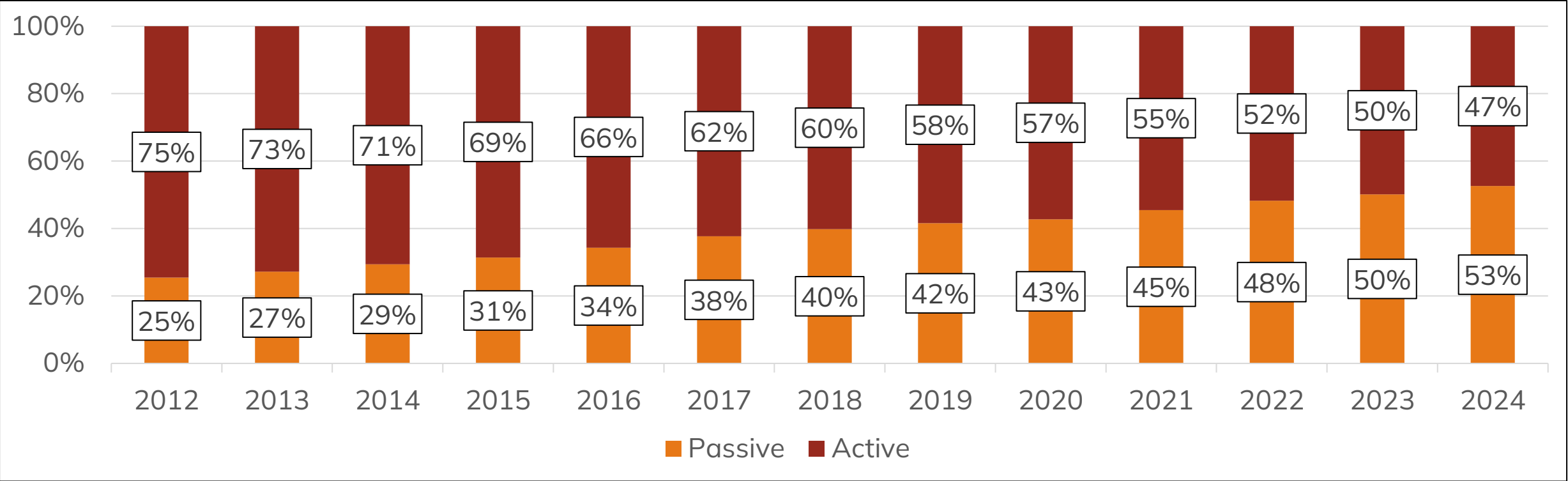
Strategy	Inception Date		1 Month	3 Months	6 Months	1 Year	2 Years	Since inception
Multifactor	13-Jan-23	Portfolio	-0.62	-1.05	10.52	-12.46	15.22	16.55
		Nifty 50 TRI	-1.21	-0.71	11.33	-2.01	14.00	14.05
		Excess Return	0.59	-0.34	-0.81	-10.45	1.22	2.50
MQDAP	17-Nov-21	Portfolio	-1.19	-1.02	12.85	-15.85	19.53	10.08
		Nifty 50 TRI	-1.21	-0.71	11.33	-2.01	14.00	9.73
		Excess Return	0.02	-0.31	1.52	-13.84	5.53	0.35
Active Index	22-Apr-19	Portfolio	-0.48	1.27	12.59	-10.90	17.65	13.60
		Nifty 50 TRI	-1.21	-0.71	11.33	-2.01	14.00	13.58
		Excess Return	0.73	1.98	1.26	-8.89	3.65	0.02



Data Date: 31 Aug 2025  
Source: NSE, ICICI Securities

# The Growth of Passive Investing

# Passives dominate flows in the US

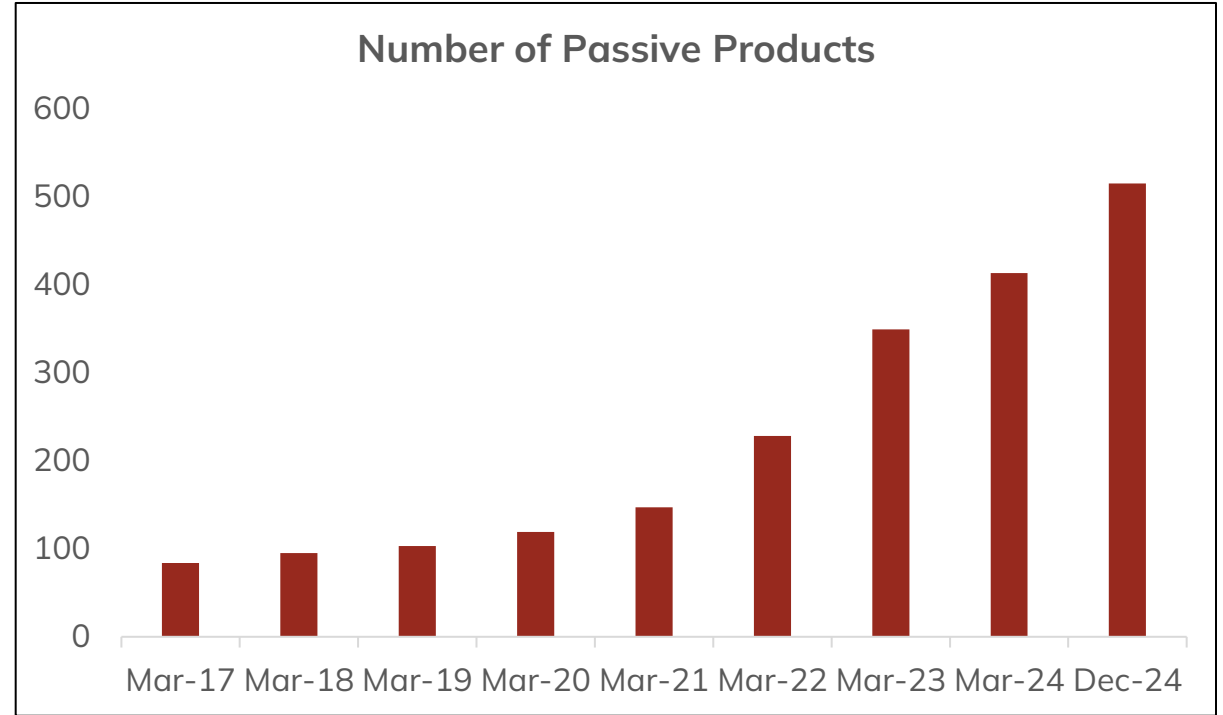
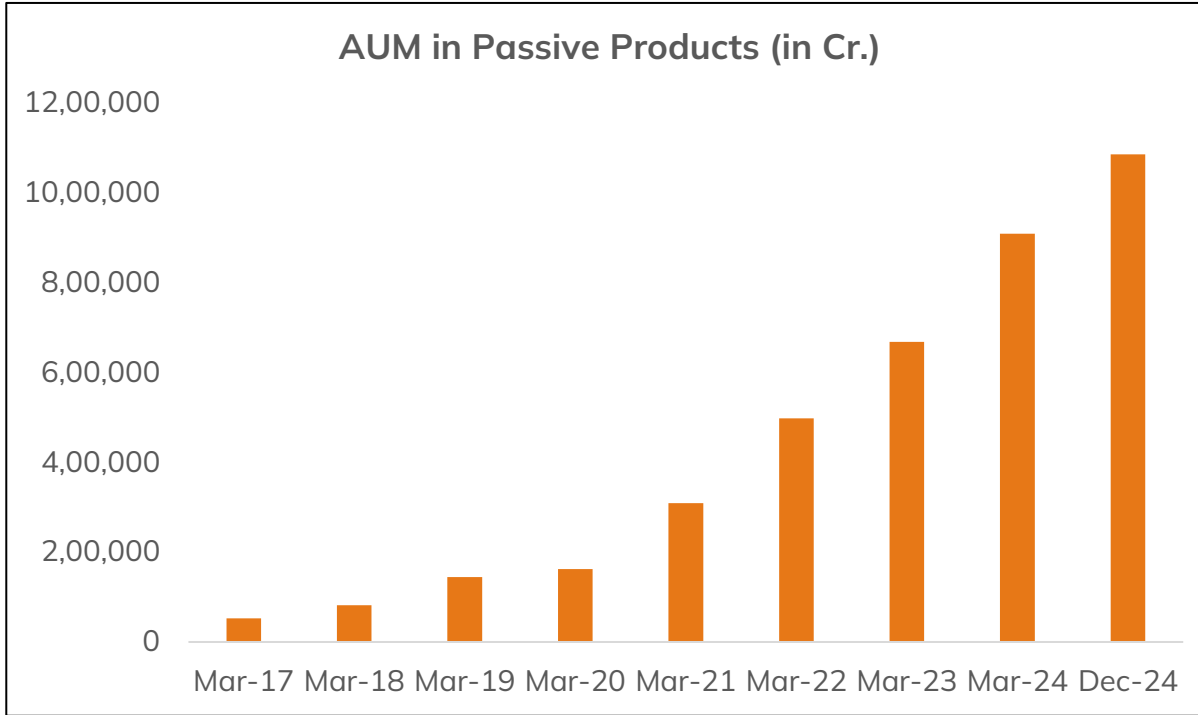


Passive AuM in the US, surpassed Active AuM at the end of 2023. Passives today command 53% of the total US AuM.



Source: Bloomberg, Morningstar

# India is a few years behind, but getting there..



**Passive AuM in India has grown by 21x in the last 8 years, from ~ 50,000 cr. to ~ 11,00,000 cr.**

**The number of passive products available to investors has grown from 84 to 515, over this time**



Source: NSE

# Active Funds find it tough in a mature market..

Category	Benchmark	Number of funds considered	% of Alpha Funds
Large & Mid Cap	NIFTY Large Midcap 250	20	10%
Large Cap	Nifty 100	25	16%
Mid Cap	NIFTY Midcap 150	21	29%
Multi Cap	Nifty 500 Multicap 50:25:25	7	29%
Flexi Cap	NIFTY 500	20	35%
Small cap	NIFTY Smallcap 250	14	79%

**A fund is tagged an 'Alpha Fund' when it outperforms its benchmark at least 50% of the times, over all possible 3-year rolling periods, over the period analyzed.**



Source: ICICI Securities  
Period: Jan-2018 to Dec-2024

# Range of ETFs available to investors

Category	Sub-category	Benchmark
<b>Market Cap</b>	Mega cap	Nifty 50
	Next set of large cap	Nifty Next 50
	Mid cap	Nifty Mid Cap 150
	Small cap	Nifty Small Cap 250
	The full spectrum	S&P BSE 500
<b>Debt</b>	--	Nifty Bharat Bond Index
<b>Commodities</b>	Gold	Price of Gold
	Silver	Price of Silver
<b>Global</b>	Technology	NYSE FANG+
	Diversified	S&P 500

Category	Sub-category	Benchmark
<b>Sector / Thematic</b>	PSU	Nifty CPSE
	Banks	Nifty Bank
	Pharma / Healthcare	Nifty Pharma
	IT	Nifty IT
	Auto	Nifty Auto
<b>Smart-beta</b>	Momentum	Nifty 200 Momentum 30
	Quality	Nifty 200 Quality 30
	Low Volatility	S&P BSE Low Volatility
	Value	S&P BSE Enhanced Value
<b>ESG</b>	--	Nifty 100 ESG Sector Leaders



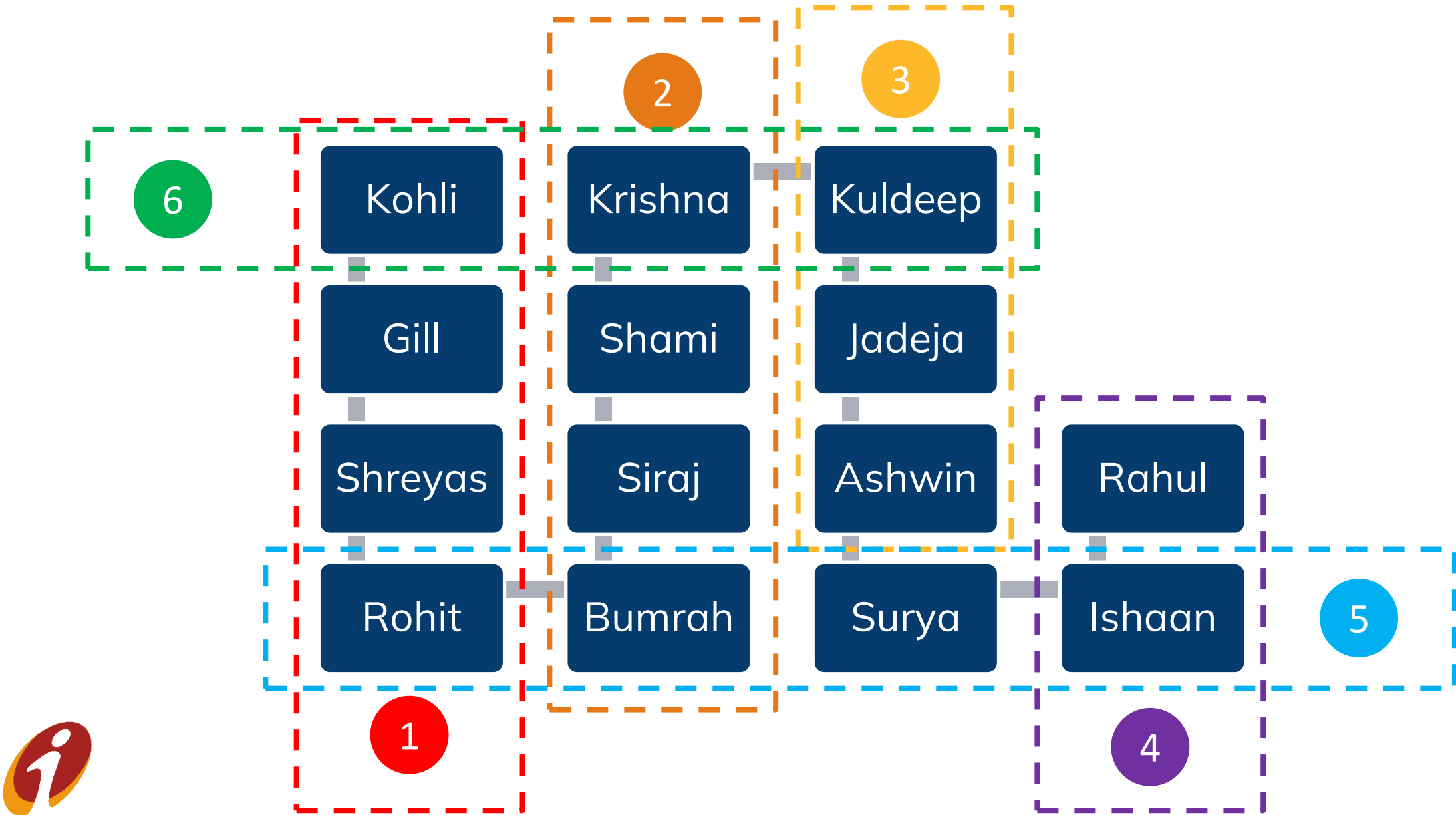


# What is Factor Investing?

# Any guesses?



# Factors are groups that represent a characteristic



# Multifactor ETF Portfolio

# ICICI Securities Multifactor ETF Portfolio

A smart & dynamic combination of factors

## MOMENTUM

*Stocks with recent price runs and moderate volatility tend to continue to outperform their peers*

## QUALITY

*Stocks with solid fundamentals tend to deliver strong risk adjusted performance over periods*

## VALUE

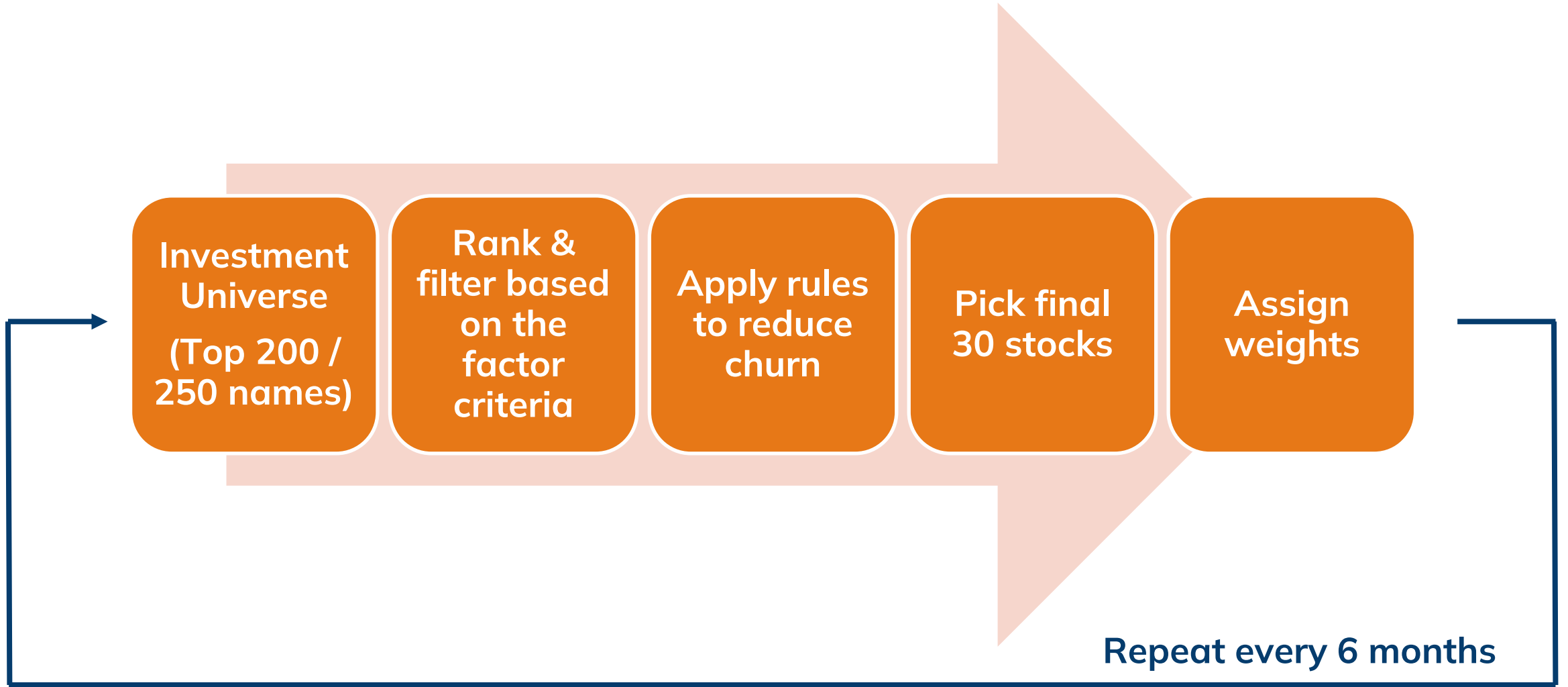
*Stocks with relatively lower price multiples tend to mean revert, thereby outperforming their peers*

## LOW VOLATILITY

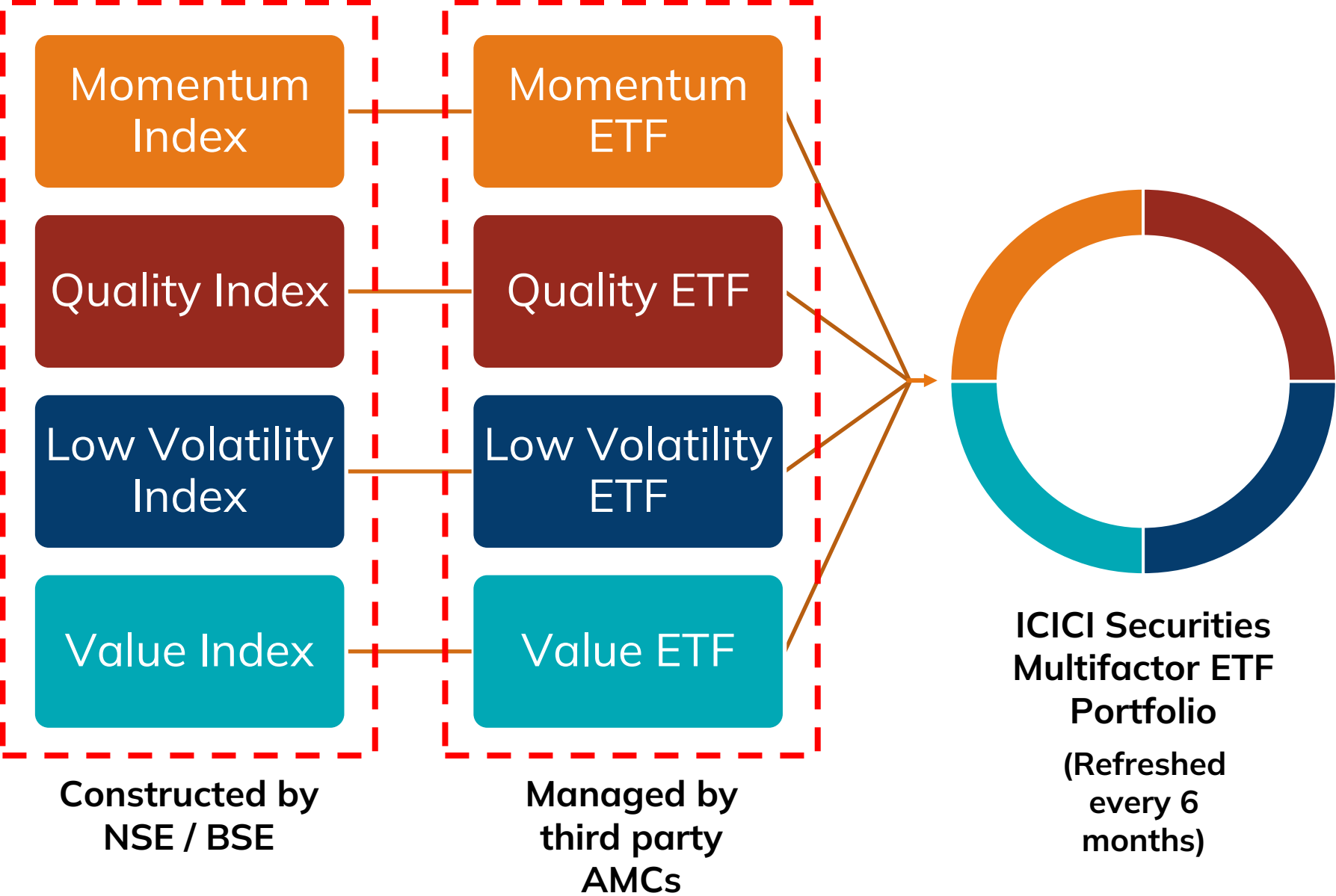
*Non-glamour but consistent stocks tend to deliver high risk adjusted returns by limiting drawdowns*



# Constructing a typical factor index



# Constructing the multifactor portfolio



# Why should one invest?



Simple

*to look at,  
with just 4  
ETFs in your  
portfolio at all  
times*



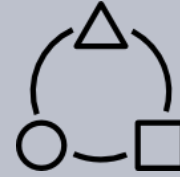
Nifty like  
risk

*aims to  
outperform  
Nifty, but  
without  
taking excess  
risk*



Rules-  
based

*lets data  
drive  
decisions &  
takes  
emotions out  
of investing*



Diversified

*uses 4  
distinct  
equity factors  
which react  
differently to  
markets*



Low churn

*costs matter,  
and the  
portfolio aims  
to keep those  
down*



Constantly  
Improving

*keeps  
evaluating  
new ETFs &  
improves  
model over  
time*





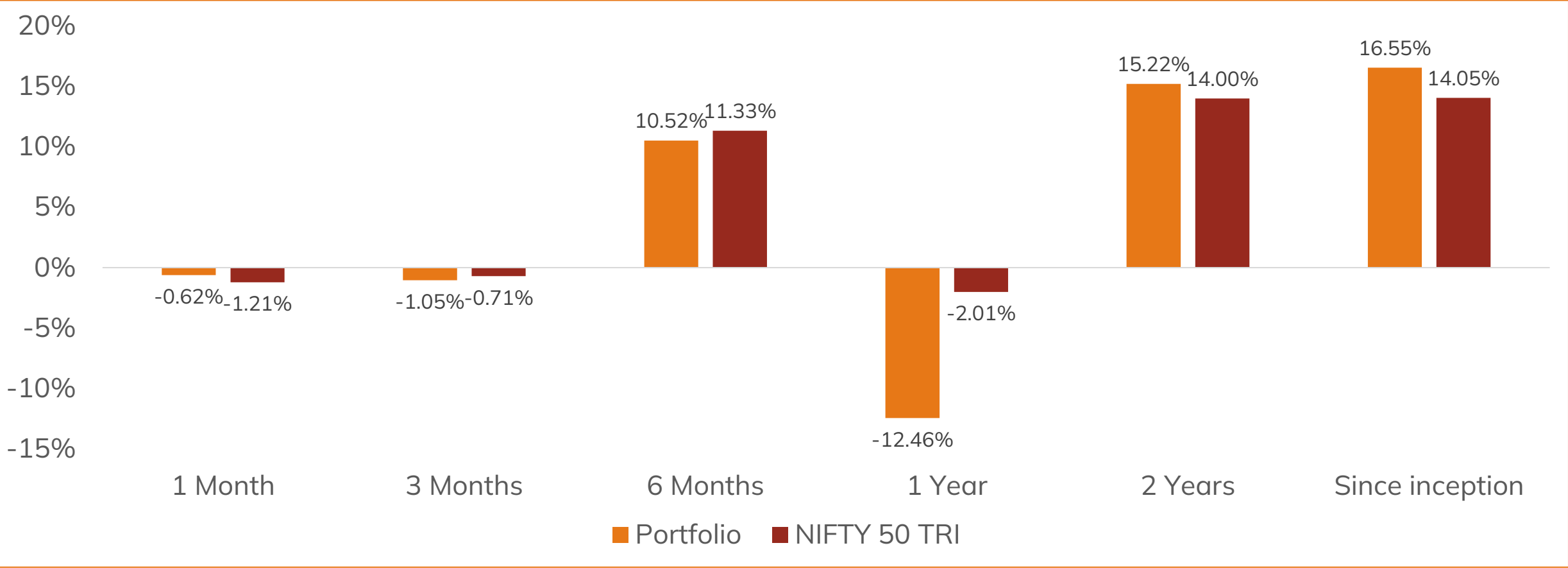
# Long Term Performance

	Nifty 50	Nifty 200	Multifactor Portfolio <sup>3</sup>
Return <sup>1</sup> (%)	14.77	15.93	21.01
Risk <sup>2</sup> (%)	16.01	16.49	15.84
Return / Risk	0.92	0.97	1.33



Period: Jan 2012 – Dec 2024  
Source: NSE, ICICI Securities  
1 Returns are gross of all expenses  
2 Risk is defined by volatility computed as annualized standard deviation using monthly return  
3 Returns are backtested prior to product launch & model returns post launch. Please refer to the next page for live performance.  
Returns presented on a TWRR basis, gross of expenses The performance related information provided herein is not verified by SEBI. Please visit APMI website [www.apmiindia.org](http://www.apmiindia.org) under report section to view the performance of other portfolio managers.

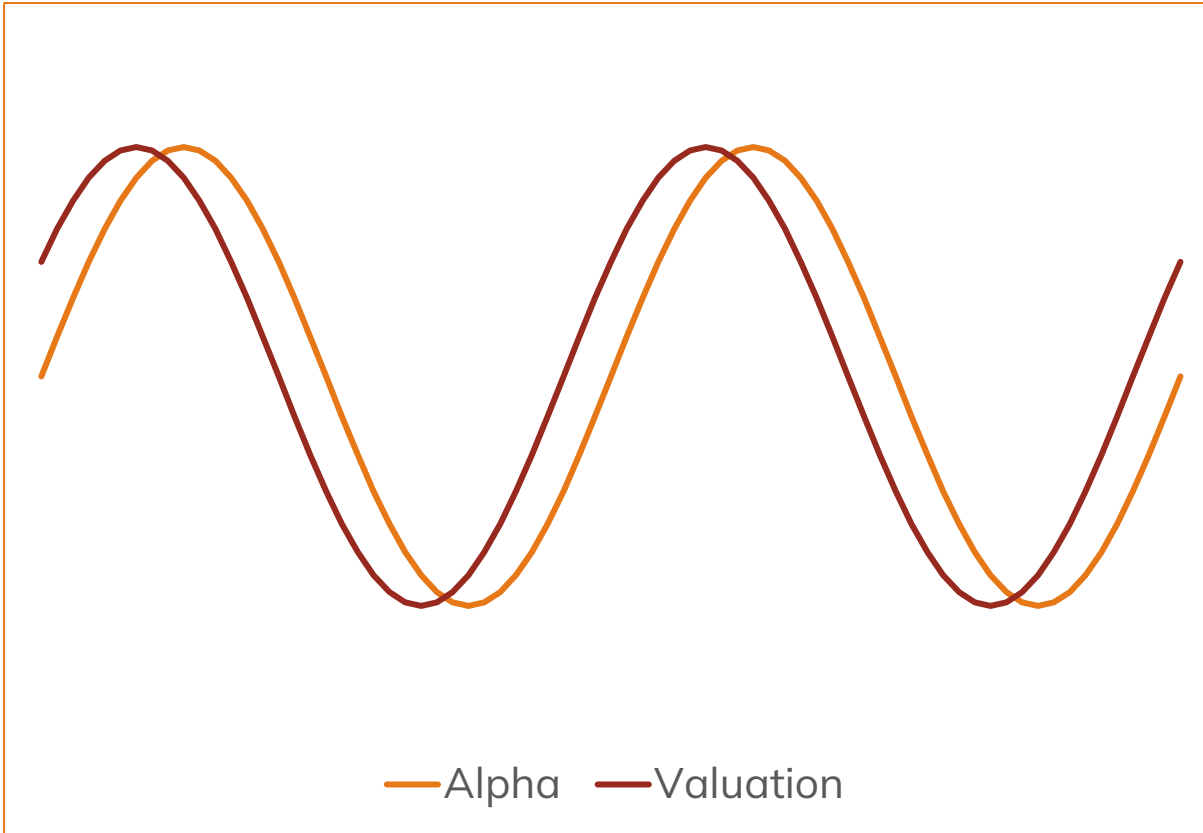
# Live Performance



Inception Date: 13 Jan 2023  
Data Date: 31 August 2025  
Source: NSE, ICICI Securities  
Returns are TWRR net of all fees and expenses (excluding taxes), all cash holdings and investments in liquid funds. The performance related information provided herein is not verified by SEBI. Please visit APMI website [www.apmiindia.org](http://www.apmiindia.org) under report section to view the performance of other portfolio managers.

# Putting them all together..

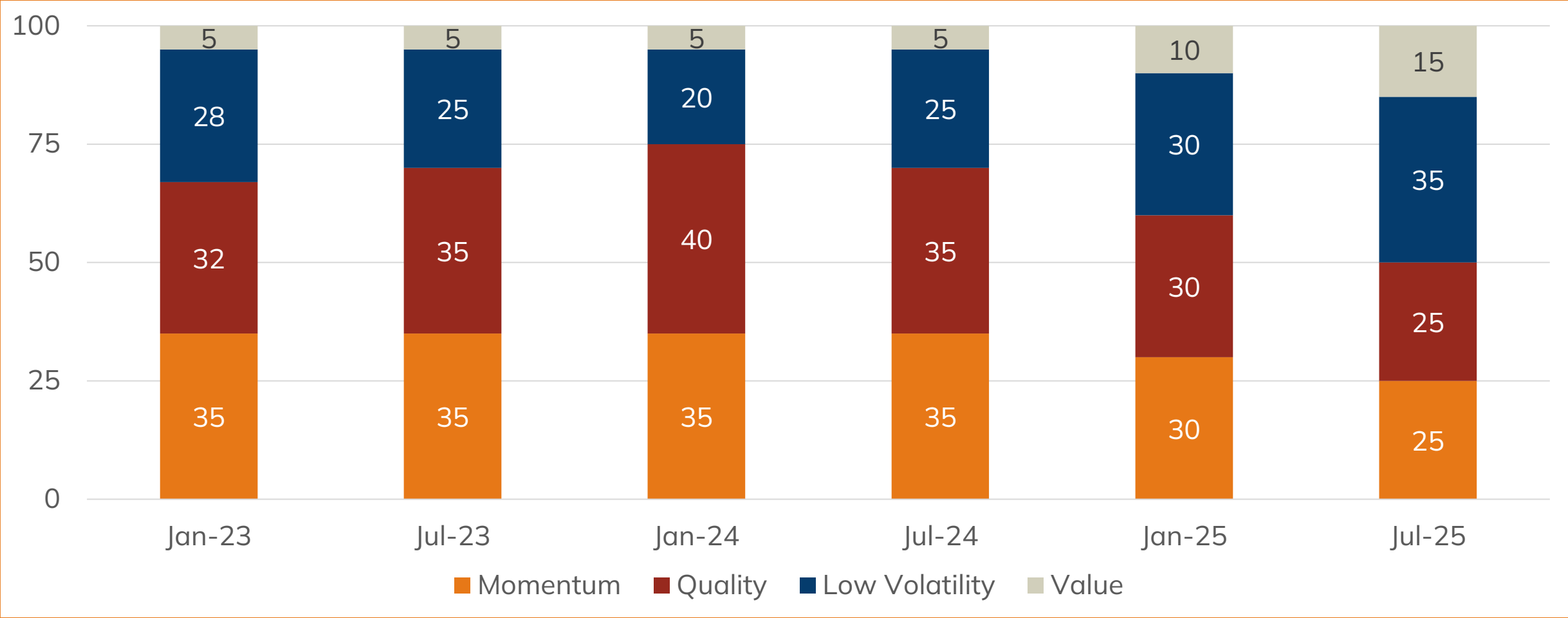
## Factor alpha is cyclical



- As any factor outperforms the index, it starts becoming expensive relative to the market.
- As the factor becomes expensive, its expected alpha reduces.
- Likewise, the factor becomes more attractive as its valuation measures reduce.
- The 'timing strategy' relies on assigning weights to factors based on their respective valuation measures.



# Historical Allocations



Period: Jan 2023 – Jul 2025  
Source: ICICI Securities

# Dynamic allocation with overlays

## Representation

All 4 factors represented at all times

## Diversification

Maximum weight assigned to any factor = 60%

## Dynamic Allocation

## Correlations

Maximum weight assigned to Quality + Low Volatility = 60%

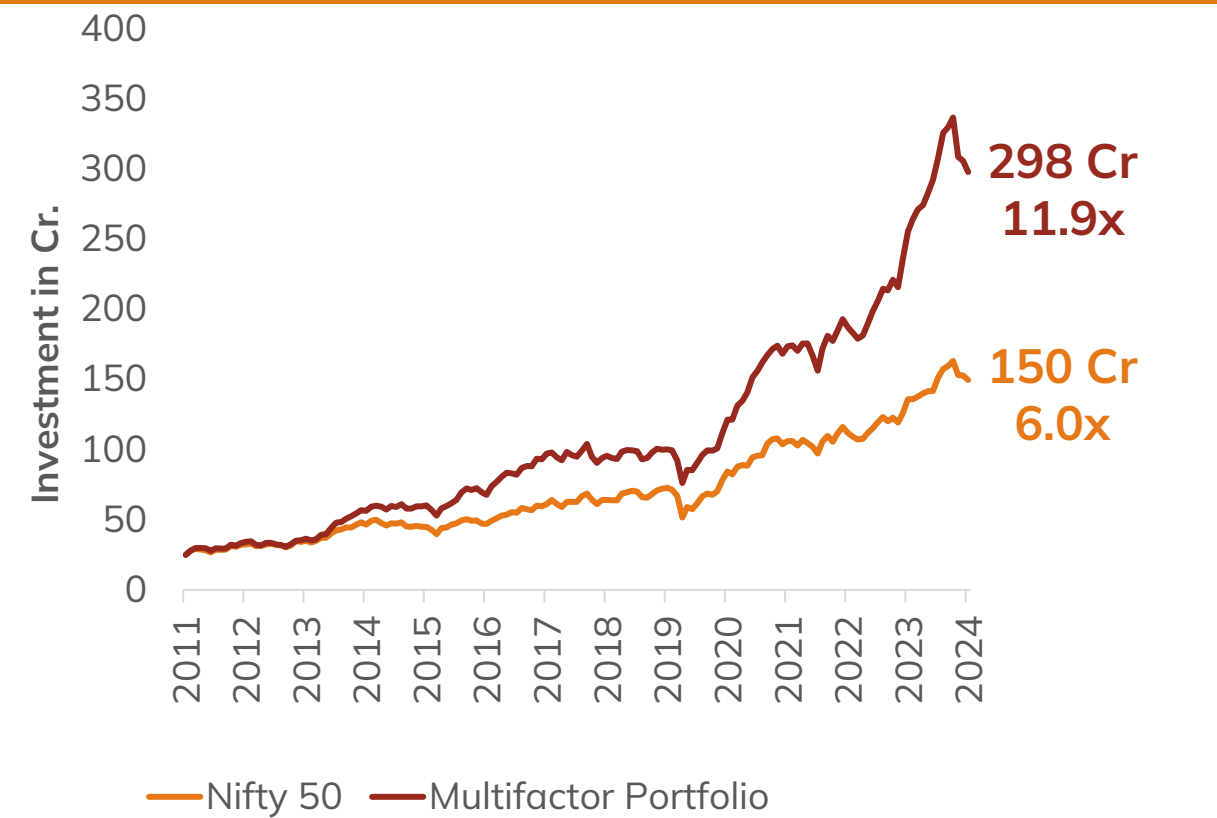
## Risk Aware

Maximum weight assigned to Value = 30%

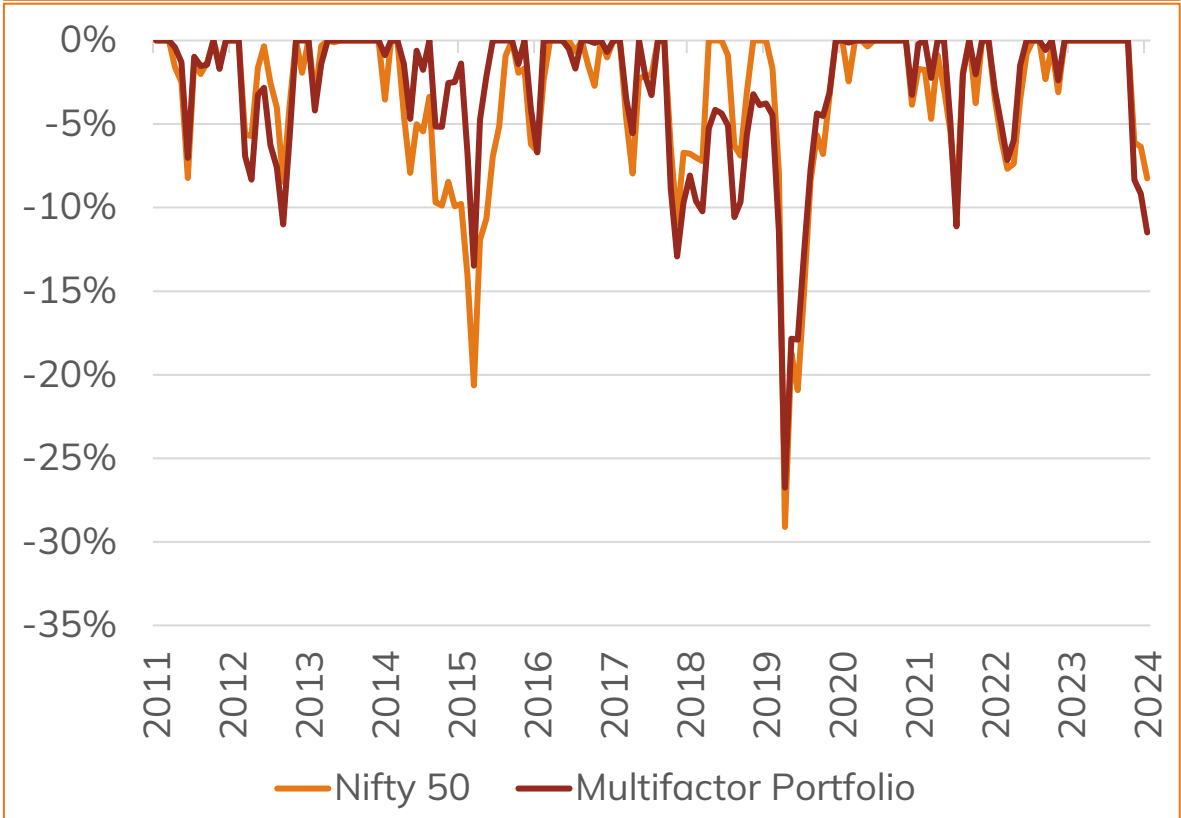


# Long-term alpha at manageable risk

## Growth of Investment



## Manageable Drawdowns



Period: Jan 2012 – Dec 2024  
Source: NSE, ICICI Securities  
Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.

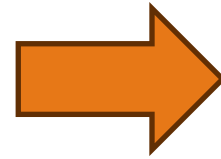
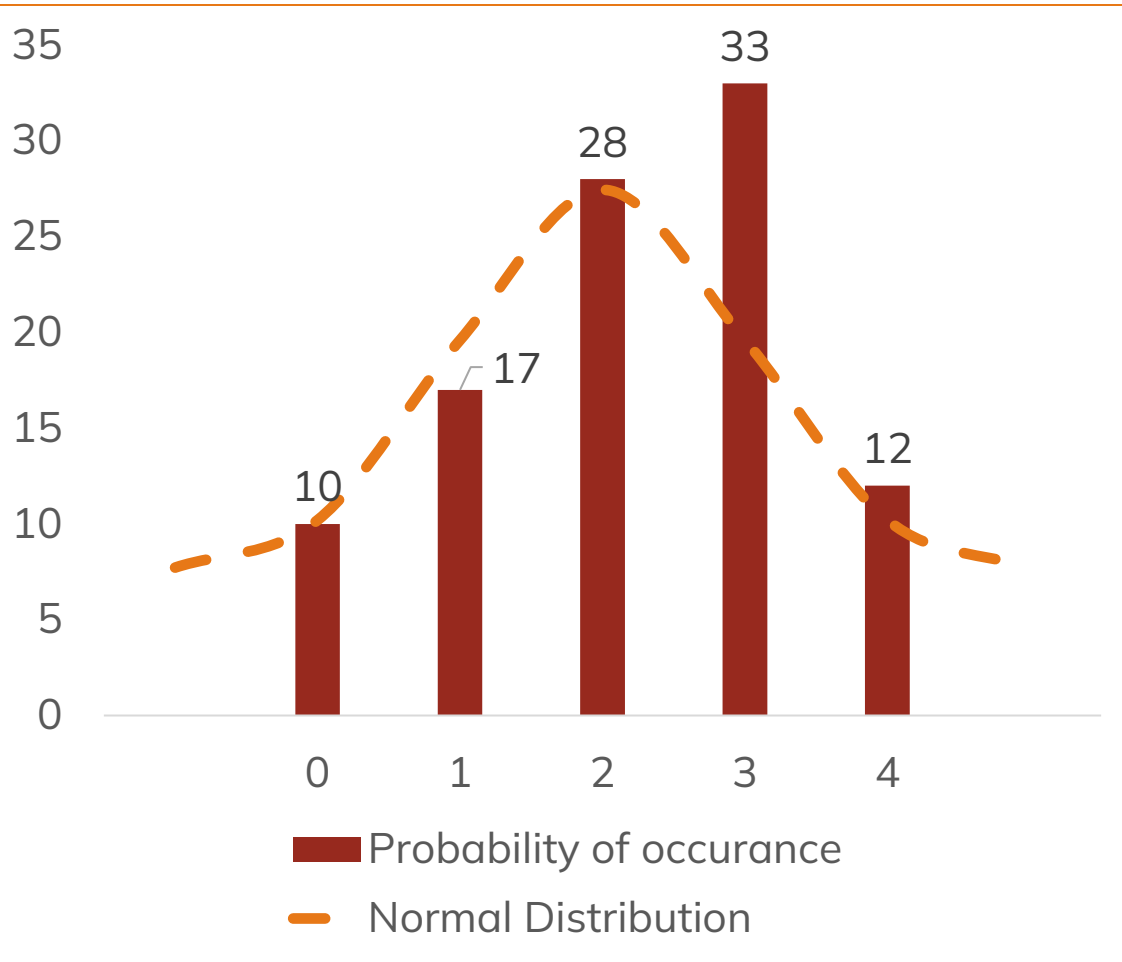
# Rolling Returns

		1 Year	3 Years	5 Years
Probability of outperformance (%)		77	83	~ 100
Outperformance (%)	Max	24.76	15.24	10.20
	Avg	7.37	6.37	5.48
	Min	-9.81	-3.62	1.15



Period: Jan 2012 – Dec 2024  
Benchmark: Nifty 50 TRI  
Source: NSE, ICICI Securities  
Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.

# How many of the 4 factors, outperform together?



- All 4 factors may underperform the benchmark, ~ 10% of the time. The portfolio will underperform during such times.
- This is balanced by all 4 factors outperforming, ~ 12% of the times.
- The reason, a multifactor approach adds value, is because 3 of the 4 factors outperform together ~ 33% of the time, as compared to only 17% of the time, when 3 underperform.



Period: Jan 2012 – Dec 2024  
Benchmark: Nifty 50 TRI  
Source: NSE, ICICI Securities

Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.



# Trailing Performance - Multifactor

	Nifty 50	Multifactor Portfolio	Alpha
Last 1 Yr	10.09	16.60	6.52
Last 2 Yrs	15.56	26.16	10.60
Last 3 Yrs	12.17	19.74	7.57
Last 5 Yrs	15.53	24.38	8.84
Last 7 Yrs	13.62	17.35	3.73
Last 10 Yrs	12.42	18.14	5.72
Last 13 Yrs	14.77	21.01	6.24



Period: Jan 2012 – Dec 2024

Source: NSE, ICICI Securities

Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.

# Calendar Year Performance – (Last 10 years)

	Nifty 50	Multifactor Portfolio	Alpha
2015	-3.01	7.18	10.19
2016	4.39	12.24	7.84
2017	30.27	43.60	13.34
2018	4.64	-1.64	-6.28
2019	13.48	4.68	-8.80

	Nifty 50	Multifactor Portfolio	Alpha
2020	16.14	21.29	5.15
2021	25.59	42.96	17.36
2022	5.69	7.86	2.17
2023	21.30	36.50	15.20
2024	10.09	16.60	6.52



Period: Jan 2012 – Dec 2024  
Source: NSE, ICICI Securities  
Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.



# Momentum Quality Dynamic Advantage Portfolio

# MQDAP – For Aggressive Investors

## MOMENTUM

*Stocks with recent price runs and moderate volatility tend to continue to outperform their peers*

## QUALITY

*Stocks with solid fundamentals tend to deliver strong risk adjusted performance over periods*

## VALUE

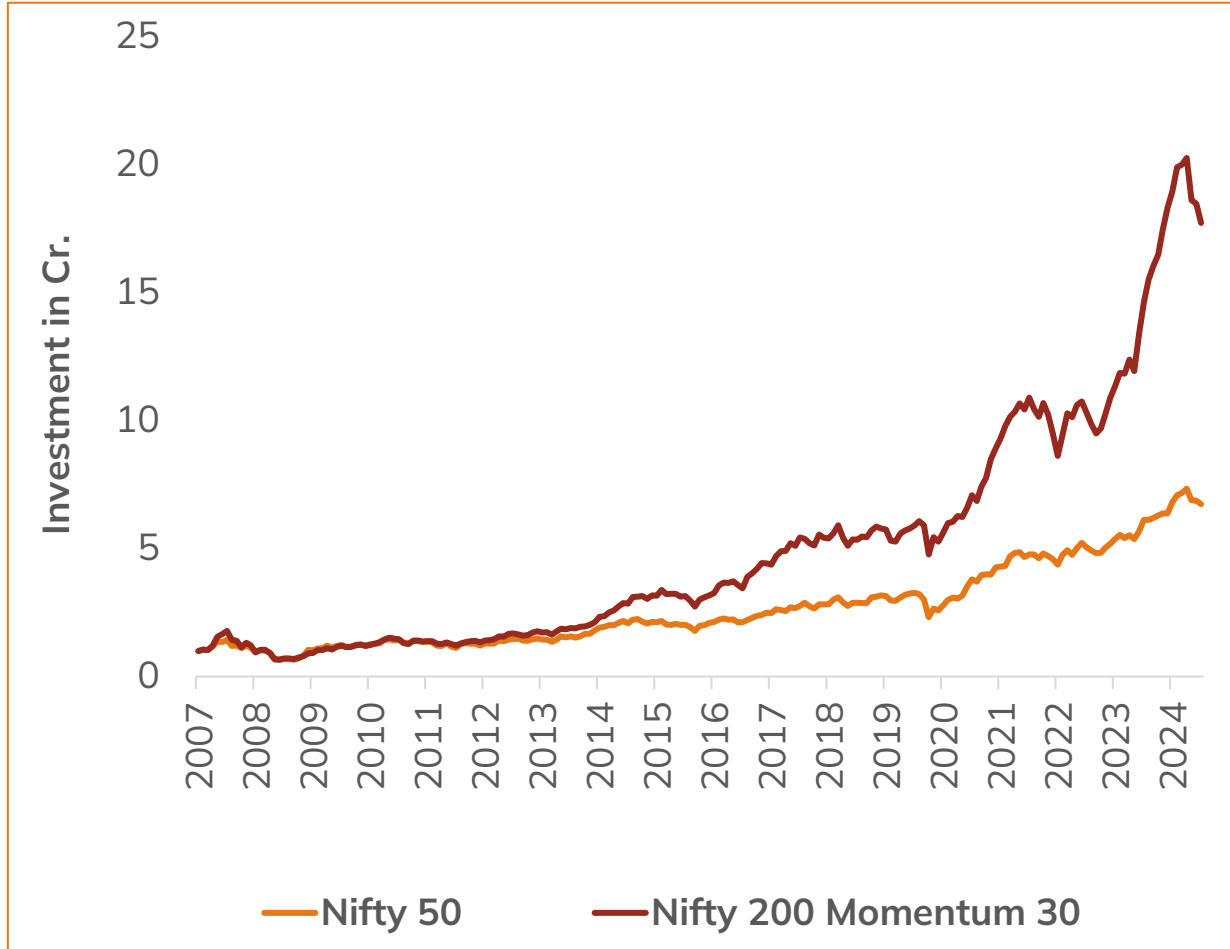
*Stocks with relatively lower price multiples tend to mean revert, thereby outperforming their peers*

## LOW VOLATILITY

*Non-glamour but consistent stocks tend to deliver high risk adjusted returns by limiting drawdowns*



# Momentum

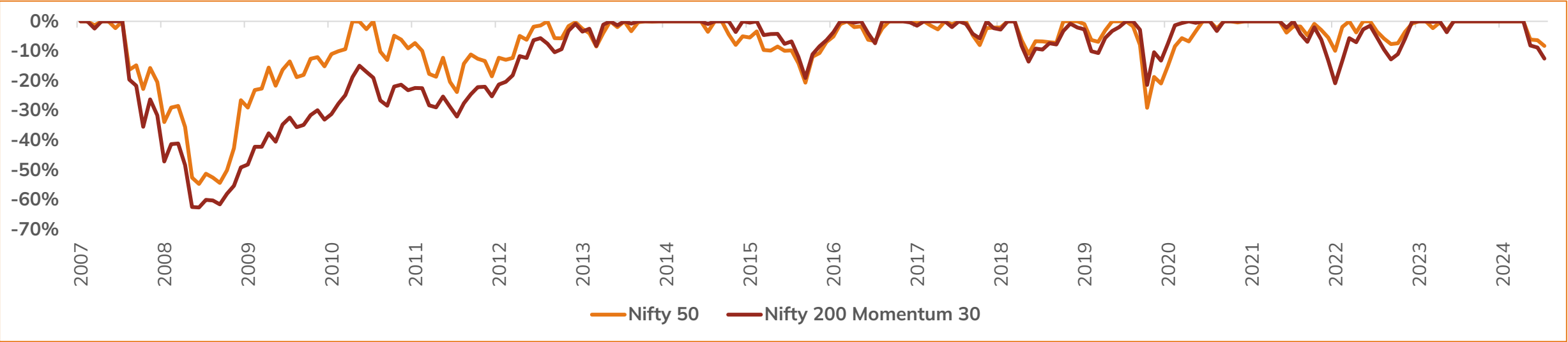


- Over the last ~**17.5 years** (2007-2024),
- **Nifty 50** delivered a CAGR of **12%**
- While Nifty 200 **Momentum 30** delivered a CAGR of ~ **18%**
- Which means a 1 Cr investment grows to **7 Cr** with **Nifty 50**, but **18 Cr** with Nifty 200 **Momentum 30**



Period: Jul 2007 – Dec 2024  
Source: NSE, ICICI Securities

# The dark side of Momentum

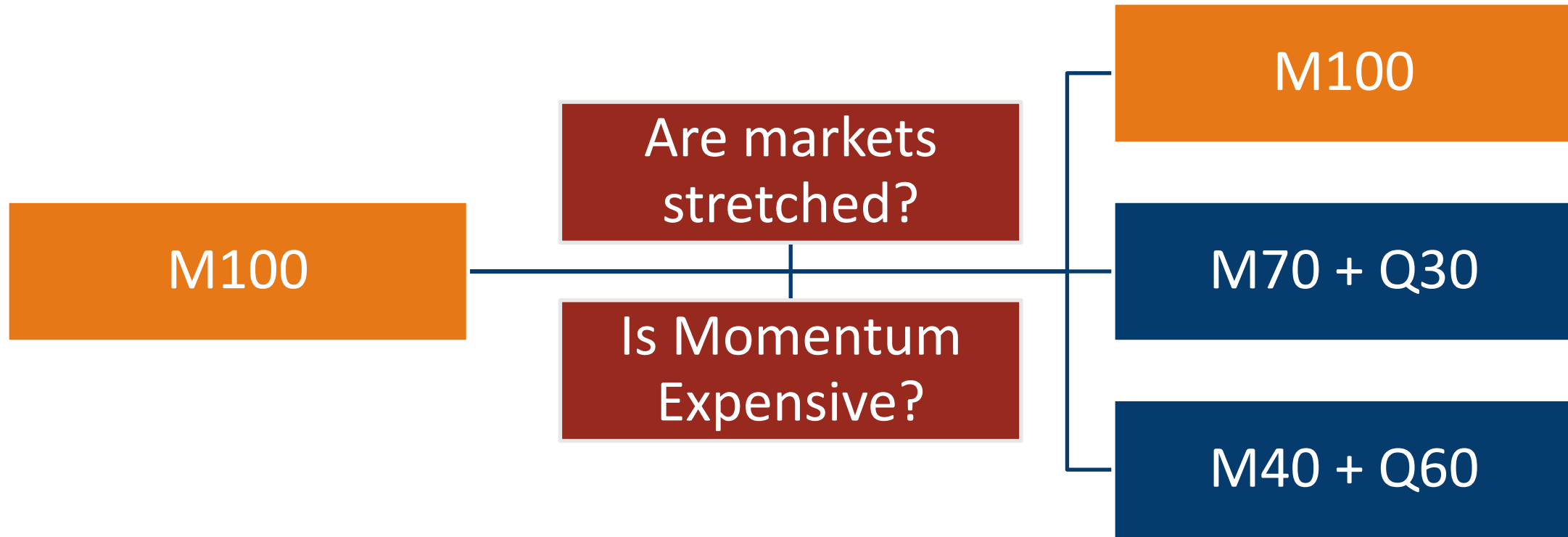


Jan 2008 – Nov 2008		Nov 2021 – Jun 2022	
Nifty 50	Momentum	Nifty 50	Momentum
-55%	-63%	-10%	-21%



Period: Jul 2007 – Dec 2024  
Source: NSE, ICICI Securities

# The secret sauce..



# The edge over momentum index trackers...

	FY 24	FY25	Last 2 years (CAGR)
MQDAP	69.88	-4.49	27.35
Momentum Index Fund (Direct) - AuM > 7000 Cr.	69.58	-7.63	25.15
Alpha	0.30	3.14	2.20
Nifty 50	30.08	6.65	17.77
Alpha	39.80	-11.14	9.58



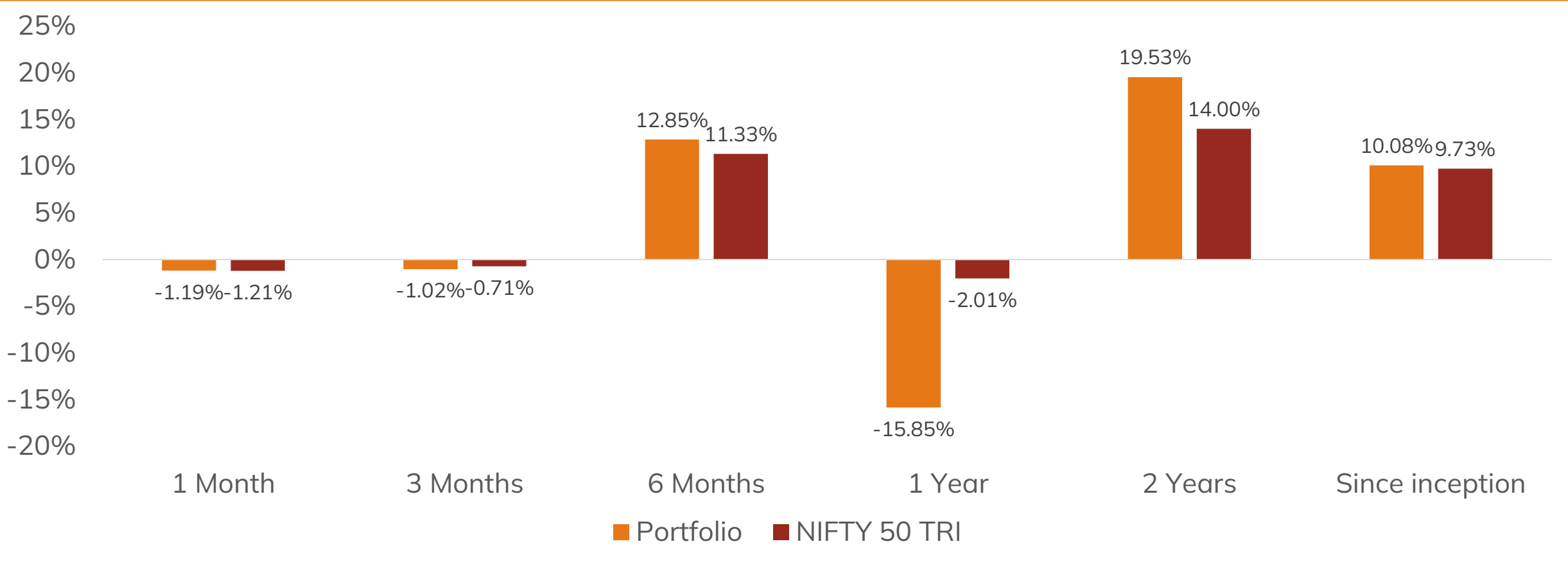
- A smarter rebalancing algorithm, coupled with de-risking capabilities using a dynamic allocation between Momentum and Quality, has helped MQDAP not only outperform the Nifty 50, but also the plain-vanilla index funds tracking Momentum.
- MQDAP, while suitable for aggressive investors, aims to deliver a 'value-add' on top of what they would receive through index funds and ETFs.



Period: Apr 2023 – Mar 2025  
Source: NSE, ICICI Securities, Bloomberg



# Live Performance



Inception Date: 17 Nov 2021  
Data Date: 31 Aug 2025  
Source: NSE, ICICI Securities  
Returns are TWRR net of all fees and expenses (excluding taxes), all cash holdings and investments in liquid funds. The performance related information provided herein is not verified by SEBI. Please visit APMI website [www.apmiindia.org](http://www.apmiindia.org) under report section to view the performance of other portfolio managers.

# Don't sell the big winners..

	FY 23-24
Number of stocks held by MQDAP	53
Return of MQDAP	70%
Return of Nifty 50	30%
Ctrb. of 7 best stocks	36% (51%)

Stock Name	Return
HAL	293% (4x)
REC	248% (3.5x)
PFC	135% (2.5x)
Trent	245% (3.5x)

**Momentum helps you buy those multi-baggers & then subsequently holds them, until their trend lasts. As emotional investors, we tend to sell them much earlier, even if we're able to identify them.**



# Rolling Returns

		1 Year	3 Years	5 Years
Probability of outperformance (%)		81	99	~ 100
Outperformance (%)	Max	47.94	16.74	13.90
	Avg	10.45	8.66	8.21
	Min	-8.26	-0.43	2.42



Period: Jan 2012 – Dec 2024  
Benchmark: Nifty 50 TRI  
Source: NSE, ICICI Securities  
Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.

# Trailing Performance

	Nifty 50	MQDAP	Alpha
Last 1 Yr	10.09	25.23	15.14
Last 2 Yrs	15.56	34.35	18.79
Last 3 Yrs	12.17	21.67	9.50
Last 5 Yrs	15.53	27.61	12.08
Last 7 Yrs	13.62	20.45	6.83
Last 10 Yrs	12.42	21.54	9.12
Last 13 Yrs	14.77	23.77	9.00



Period: Jan 2012 – Dec 2024

Source: NSE, ICICI Securities

Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.

# Calendar Year Performance – (Last 10 years)

	Nifty 50	MQDAP	Alpha
2015	-3.01	10.85	13.86
2016	4.39	9.56	5.17
2017	30.27	57.46	27.19
2018	4.64	-1.66	-6.30
2019	13.48	10.55	-2.93

	Nifty 50	MQDAP	Alpha
2020	16.14	25.39	9.25
2021	25.59	49.83	24.24
2022	5.69	-0.21	-5.90
2023	21.30	44.13	22.83
2024	10.09	25.23	15.14



Period: Jan 2012 – Dec 2024  
Source: NSE, ICICI Securities  
Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.



# Active Index

# Active Index – For conservative investors

## MOMENTUM

*Stocks with recent price runs and moderate volatility tend to continue to outperform their peers*

## QUALITY

*Stocks with solid fundamentals tend to deliver strong risk adjusted performance over periods*

## VALUE

*Stocks with relatively lower price multiples tend to mean revert, thereby outperforming their peers*

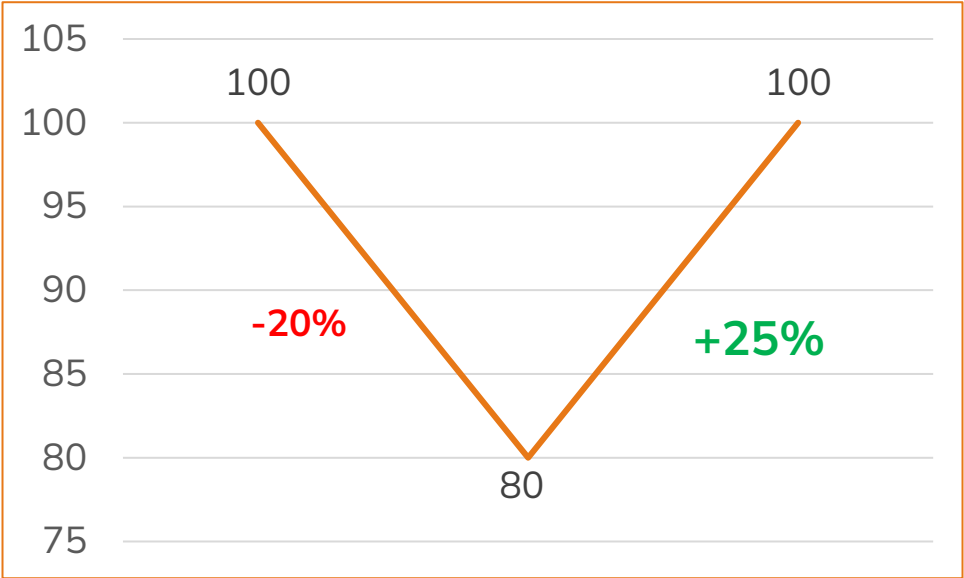
## LOW VOLATILITY

*Non-glamour but consistent stocks tend to deliver high risk adjusted returns by limiting drawdowns*



# Low Volatility

It takes less to lose money, and a lot more to make money



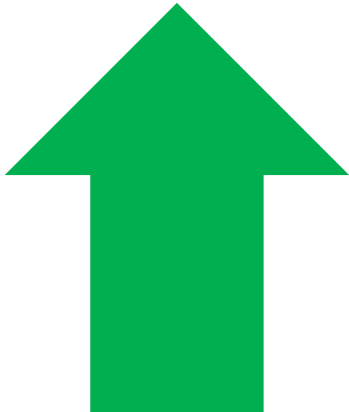
The more you fall, the tougher the ride back..

Fall	Rise needed to recover money
-10	+11
-20	+25
-50	+100
-75	+300

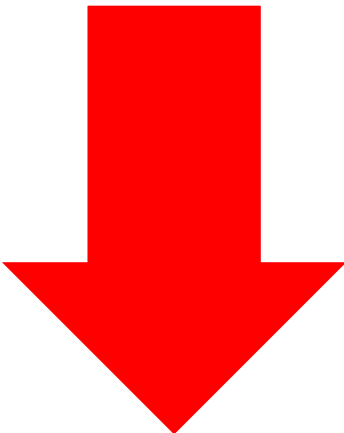




# Low Volatility



86%  
Up-Capture

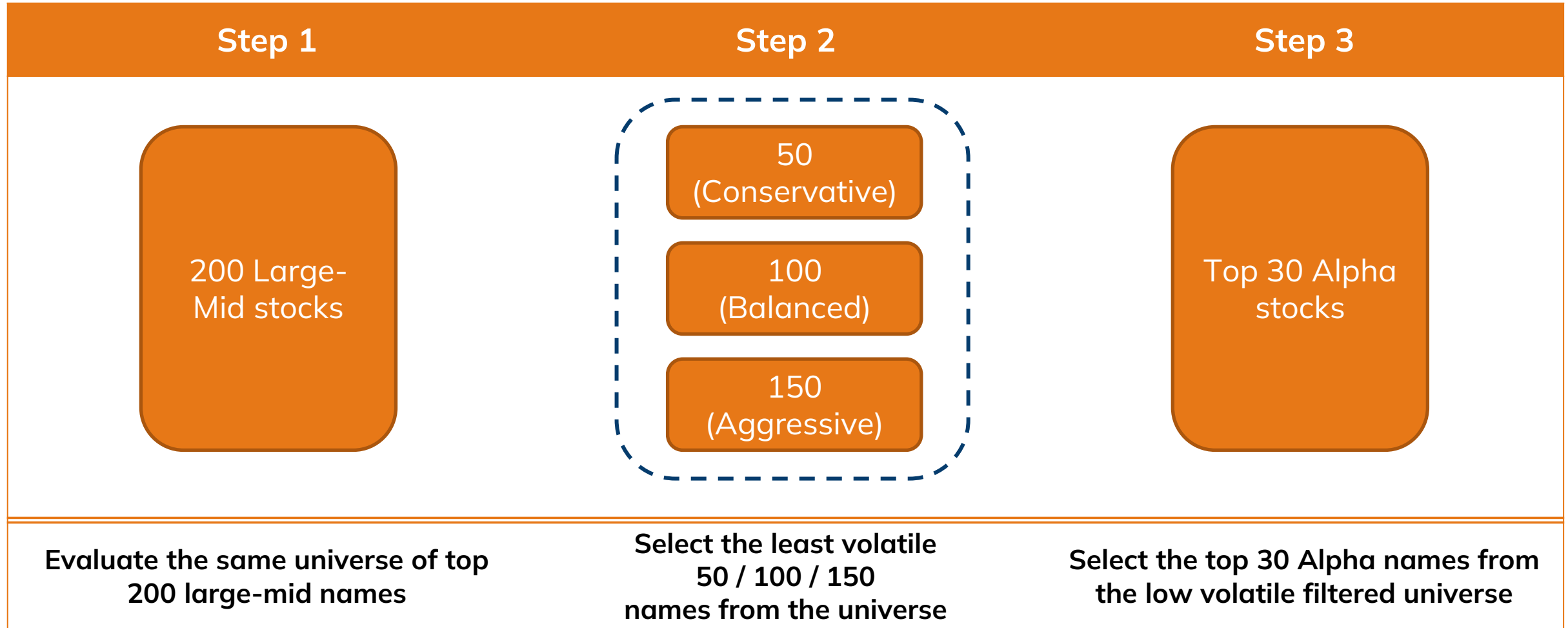


69%  
Down-Capture

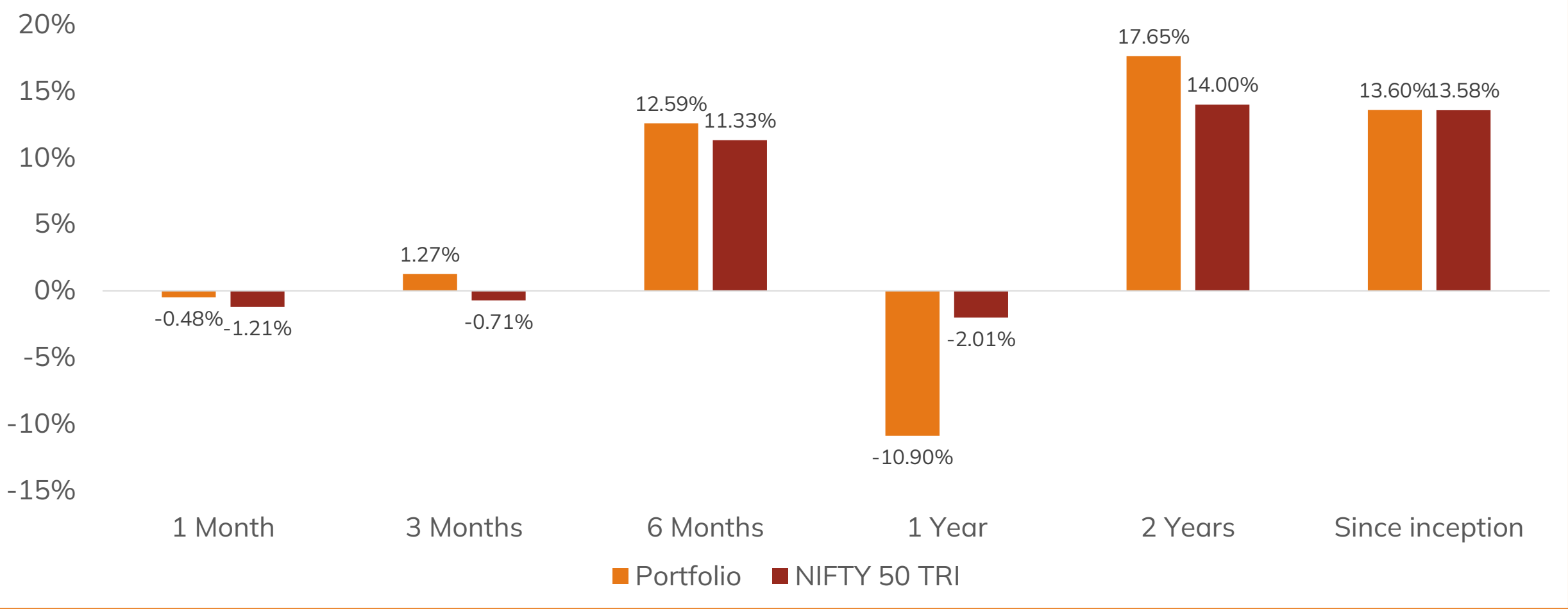
	Nifty 50	S&P BSE Low Volatility Index
Return (%)	11.51	16.24
Risk (%)	21.01	16.99
Return / Risk	0.55	0.96



# Active Index - Methodology

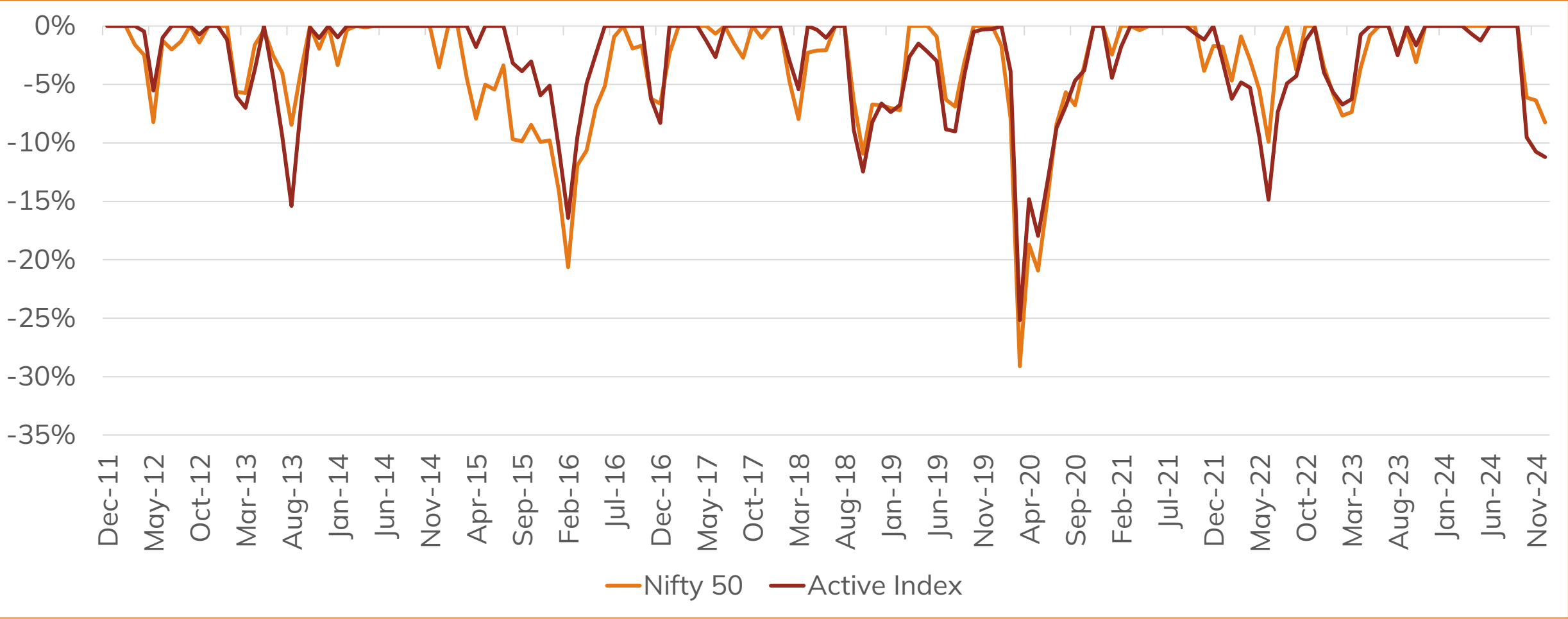


# Live Performance



Inception Date: 22 Apr 2019  
Data Date: 31 Aug 2025  
Source: NSE, ICICI Securities  
Returns are TWRR net of all fees and expenses (excluding taxes), all cash holdings and investments in liquid funds. The performance related information provided herein is not verified by SEBI. Please visit APMI website [www.apmiindia.org](http://www.apmiindia.org) under report section to view the performance of other portfolio managers.

# Capital appreciation with moderate drawdowns



Period: Jan 2012 – Dec 2024  
Benchmark: Nifty 50 TRI  
Source: NSE, ICICI Securities  
Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.

# Rolling Returns

		1 Year	3 Years	5 Years
Probability of outperformance (%)		73	90	98
Outperformance (%)	Max	60.70	28.16	18.24
	Avg	9.14	8.93	8.03
	Min	-23.04	-4.81	-0.47



Period: Jan 2012 – Dec 2024  
Benchmark: Nifty 50 TRI  
Source: NSE, ICICI Securities  
Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.

# Trailing Performance

	Nifty 50	Active Index	Alpha
Last 1 Yr	10.09	17.20	7.11
Last 2 Yrs	15.56	26.72	11.16
Last 3 Yrs	12.17	15.53	3.36
Last 5 Yrs	15.53	21.09	5.56
Last 7 Yrs	13.62	16.30	2.68
Last 10 Yrs	12.42	19.58	7.17
Last 13 Yrs	14.77	22.57	7.80



Period: Jan 2012 – Dec 2024

Source: NSE, ICICI Securities

Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.

# Calendar Year Performance – (Last 10 years)

	Nifty 50	MQDAP	Alpha
2015	-3.01	18.30	21.31
2016	4.39	19.01	14.62
2017	30.27	47.59	17.33
2018	4.64	3.48	-1.15
2019	13.48	6.82	-6.65

	Nifty 50	MQDAP	Alpha
2020	16.14	13.49	-2.65
2021	25.59	48.79	23.20
2022	5.69	-3.97	-9.66
2023	21.30	37.01	15.71
2024	10.09	17.20	7.11



Period: Jan 2012 – Dec 2024  
Source: NSE, ICICI Securities  
Returns are backtested prior to product launch & model returns post launch. Please refer to the page titled 'live performance' for actual realized returns.  
The methodology of Active Index was enhanced in Aug 2024.

# Appendix



# Quality

- 1

High ROE
- 2

Low D/E
- 3

Low Accruals Ratio /  
Earnings Variability

	Nifty 50	Quality Index
Return (%)	11.51	17.03
Risk (%)	21.01	18.35
Return / Risk	0.55	0.93



# Value

- 1

Low P/B
- 2

Low P/E
- 3

Low P/S

	Nifty 50	S&P BSE Enhanced Value Index
Return (%)	11.51	14.64
Risk (%)	21.01	31.72
Return / Risk	0.55	0.46



# Why include Value?

Value is negatively correlated with other factors

Momentum	1.00			
Quality	0.34	1.00		
Low Volatility	0.26	0.75	1.00	
Value	-0.08	-0.12	-0.30	1.00
	Momentum	Quality	Low Volatility	Value

And delivers positive excess returns, when other factors underperform

- Over the last ~**17.5 years** (2007-2024),
- We have had **32 months**, when all 3 factors – **Momentum, Quality and Low Volatility** have underperformed the Nifty 200.
- Of these 32, **Value** delivered a positive excess return in **23** of these, representing a **72%** diversification efficiency.



# Selection criteria for factors..



## Momentum

High 6-month Sharpe ratio

High 12-month Sharpe ratio

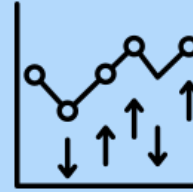


## Quality

High ROE

Low Debt to Equity (Leverage)

Low earnings variability



## Low Volatility

Low 12-month price volatility



## Value

Low price-to-earnings

Low price-to-book

Low price-to-sales



# Factor holdings

Momentum	Quality	Low Volatility	Value
Sun Pharma	ITC	Sun Pharma	SBI
Zomato	Nestle	ICICI Bank	Hindalco
M&M	HCL Tech	Page Industries	Grasim
HCL Tech	HUL	Dr. Reddy's Labs	ONGC
Trent	Infosys	HDFC Bank	BPCL



As of Dec 2024  
Source: NSE, BSE, ICICI Securities

# Methodology to determine an 'Alpha Fund'

1. We consider data starting 2018 (post the SEBI categorization of MFs).
2. Within each category, we look at all funds (regular - growth), which are live today, and have a history since Jan 2018 (so 6 years & 2 months).
3. We calculate all possible 3 year combinations over this period. For example, Jan-18 to Dec-20, Feb-18 to Jan-21, all the way to, Mar-21 to Feb-24, a total of 39 periods.
4. We then look at how many of these 39 periods, has a fund outperformed it's category benchmark (Nifty 100 for large, Nifty 500 for flexi etc.)
5. If the fund has outperformed the benchmark 50% or more number of times, we classify that fund as an 'Alpha Fund'.
6. Then for each category, we calculate, of the total number of funds, how many are classified as 'Alpha Funds'.
7. For example, in Large Caps, of the 24 funds evaluated, only 3 (or 13%) pass the above test.





# About ICICI Securities

A Financial Powerhouse

# Fund Management Team

<b>Piyush Garg – Chief Investment Officer</b>	<ul style="list-style-type: none"><li>- Over 23 years of experience in Indian financial markets - Fixed income, Equities and Currencies &amp; US bonds.</li><li>- Invited as spokesperson in various seminars in India and abroad on Global and domestic macro economics.</li><li>- Awarded 'Master Exemplar' by ICICI Group for 3 consecutive years 2016, 2017 &amp; 2018 for outstanding contribution</li><li>- Have been successfully managing funds in various asset classes for the last couple of decades with strong macro-economic approach.</li><li>- Regularly gives his opinion on fund flows, macros, various indices on prime channels like CNBC, ET Now, etc</li><li>- MBA from IIM Kolkata</li></ul>
<b>Tejas Kadam – Fund Manager</b>	<ul style="list-style-type: none"><li>- Over 10 years experience in Quantitative, Smart Beta (Factor), Passive and ESG strategies</li><li>- Previously worked with Goldman Sachs Asset Management and MSCI (a leading index provider)</li><li>- An Electronics and Telecommunications Engineer with an MBA (Finance)</li><li>- Holds the CFA (US) charter since 2015</li></ul>





# In-house research ecosystem

## People

- 25 Member Fundamental Analyst team
- Won 25+ awards for best research house/analyst

## Coverage

- 300+ Companies under coverage
- Coverage spread evenly between large cap (30%), mid cap (38%) & small cap (32%)

## Differentiated products

- Running equity advised baskets since Sep 2016
- Golden stock basket from large and mid cap space



# ICICI Securities – A Financial Powerhouse



Pioneers of online broking in India – Started in 2000

Leading equity broker in India<sup>1</sup> powered by ICICI Direct



Second largest non - bank mutual fund distributor<sup>2</sup>

One of India's largest private wealth management outfits with AUA of over INR1 tn



Active research coverage of around 300 companies across 16 sectors

Leading investment bank in equity capital market<sup>3</sup>



1. By brokerage revenue: Sources: Investor presentations, Annual reports & Estimates

2. Source: AMFI (in terms of revenue), period: FY18

3. Source: Prime database; for Equity Capital Market (ECM): IPO/FPO/InvIT, QIP/IPP, Rights issue, Offer for sale

# Risk Factors & Disclaimers

## Risk Factors & Disclaimers

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