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**Issue Details:**

Issue Details	
Issue Size (Value in ₹ million, Upper Band)	1,06,026.5
Fresh Issue (No. of Shares in Lakhs)	-
Offer for Sale (No. of Shares in Lakhs)	489.7
Bid/Issue opens on	12-Dec-25
Bid/Issue closes on	16-Dec-25
Face Value	Rs. 1
Price Band	2061-2165
Minimum Lot	6

**Objects of the Issue:**

- Offer for Sale: ₹ 1,06,026.5 million

Book Running Lead Managers	
Citi Group Global Markets India Pvt Ltd	
Morgan Stanley	
Registrar to the Offer	
Kfin Technologies Limited	

Capital Structure (₹ million)		Aggregate Value
Authorized share capital		750.0
Subscribed paid up capital (Pre-Offer)		494.3
Paid up capital (post-Offer)		494.3

Share Holding Pattern %		Pre Issue	Post Issue
Promoters & Promoter group		100.0	90.1
Public		0	9.9
<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>

**Financials:**

Particulars (₹ In million)	3M FY26	FY25	FY24	FY23
<b>Revenue</b>	29,494	49,773	37,582	28,374
Operating expenses	7,395	13,427	9,812	7,656
<b>EBITDA</b>	22,099	36,347	27,770	20,718
Other Income	2	23	30	8
Depreciation	519	854	657	505
<b>EBIT</b>	21,582	35,516	27,143	20,221
Interest	87	186	162	149
<b>PBT</b>	21,495	35,331	26,981	20,072
Tax	5,317	8,824	6,484	4,914
<b>Consolidated PAT</b>	16,177	26,507	20,497	15,158
<b>EPS</b>	33	54	41	31
<b>Ratios</b>		<b>FY25</b>	<b>FY24</b>	<b>FY23</b>
EBITDAM	74.9%	73.0%	73.9%	73.0%
PATM	54.9%	53.3%	54.5%	53.4%
Sales growth		32.4%	32.5%	

**Company Description**

ICICI Prudential AMC is the largest asset management company ("AMC") in India based on active mutual fund quarterly average assets under management (QAAUM), with a 13.3% market share as of September 30, 2025. Their total mutual fund QAAUM stood at ₹10,147.6 billion on that date.

They ranked as the largest AMC in Equity and Equity-Oriented QAAUM with a 13.6% market share and held the highest market share in Equity-Oriented Hybrid Schemes as of September 30, 2025, as well as for the years ended March 31, 2025, 2024 and 2023. As of September 30, 2025, the Equity-Oriented Hybrid QAAUM market share was 25.8%, the highest in India.

The mutual fund monthly average AUM (MAAUM) from Individual Investors—including retail and HNI clients—was ₹6,610.3 billion as of September 30, 2025, representing the highest Individual Investor MAAUM in the industry, with a 13.7% market share.

Beyond mutual funds, they manage a growing Alternates business, comprising portfolio management services (PMS), alternative investment funds (AIFs) and offshore advisory mandates. For the Financial Year 2025, they were the most profitable AMC in India, with a 20.0% market share in operating profit before tax.

With over 30 years of operating history, they are among India's oldest AMCs. While they were the largest by active QAAUM, ranked as the second-largest AMC overall in terms of QAAUM, with a 13.2% market share as of September 30, 2025. They served 15.5 million customers as of that date.

They offer a broad range of investment products across multiple asset classes, designed to meet diverse client objectives and risk profiles—from income generation to long-term wealth creation. As of September 30, 2025, they managed 143 mutual fund schemes, the highest in the Indian mutual fund industry. These include 44 Equity and Equity Oriented Schemes, 20 debt schemes, 61 passive schemes, 15 domestic fund-of-funds, one liquid scheme, one overnight scheme, and one arbitrage scheme.

Equity and Equity Oriented Schemes generally carry higher fees compared to non-equity schemes, contributing positively to the operating profitability. As of September 30, 2025, these schemes accounted for 55.8% of total mutual fund QAAUM. They continue to strengthen product awareness and investor education across distributors and clients, reinforcing trust in the brand.

The Alternates business offers a suite of investment products and advisory services tailored to both Individual Investors and Institutional Investors (including banks, insurers, corporate and government entities). The portfolio includes equity-focused PMS and AIFs, private credit, long-short strategies, and office-yield funds, with a QAAUM of ₹400.2 billion as of September 30, 2025. Equity-focused PMS and AIFs invest across market capitalizations and follow diverse investment styles.

They also provide offshore investment advisory services and currently advise Eastspring Investments, the asset management arm of Prudential plc, on select equity and debt products distributed in Japan, Taiwan, Hong Kong and Singapore. As of September 30, 2025, assets under advisory amounted to ₹329.1 billion.

In total, the Alternates QAAUM stood at ₹729.3 billion as of September 30, 2025.

**Valuation & Outlook:**

ICICI Prudential, with a strong market share, is among the most profitable AMCs in the industry valued at ~40x P/E on FY25 earnings (at the upper band) which is fair as compared to leading players (HDFC AMC & Nippon Life AMC). Considering the company's consistent track record & superior financial metrics the valuation is **fully priced in**.

Hence, we recommend subscribing to the IPO from the medium to long-term perspective.

➤ **Description of Business:**

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Particulars	Six month ended Sept 30, 2025	Six month ended Sept 30, 2024	Fiscal 2025	Fiscal 2024	Fiscal 2023	Market share as on Sept 30, 2025	CAGR FY23-25	CAGR FY23-25 (for MF industry) in %
Mutual Fund	10,147.60	8,412.30	8,794.10	6,831.00	4,996.30	13.2%	32.7%	29.0%
Active mutual fund	8,635.70	7,283.10	7,552.30	6,008.40	4,492.40	13.3%	29.7%	28.9%
Equity & Equity Oriented schemes	5,666.30	4,745.50	4,876.50	3,939.10	2,487.00	13.6%	40.0%	36.2%
Equity Oriented hybrid schemes	1,912.30	1,581.80	1,653.10	1,294.90	872.90	25.8%	37.6%	29.5%

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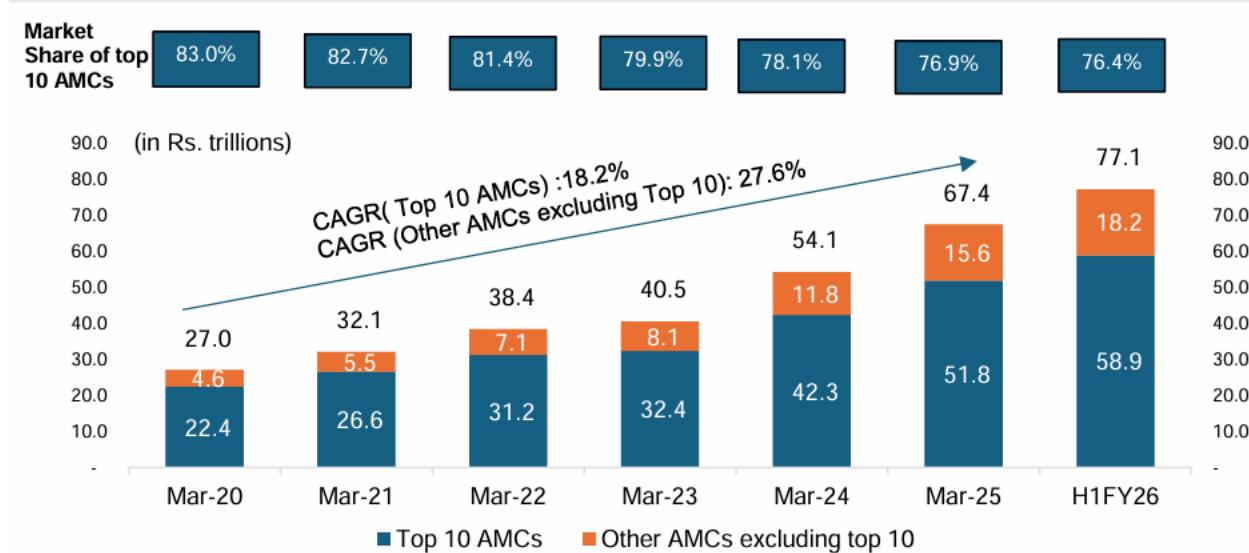
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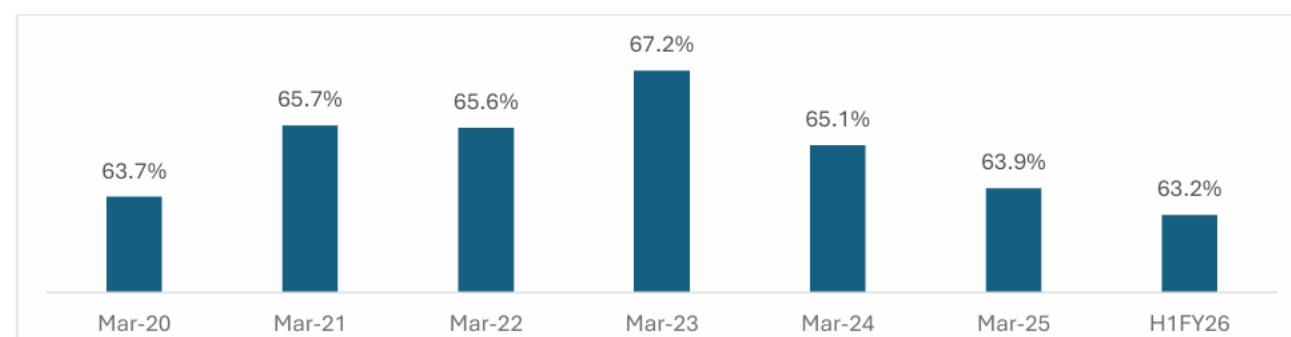
Particulars	Six month ended Sept 30, 2025	Six month ended Sept 30, 2024	Fiscal 2025	Fiscal 2024	Fiscal 2023
Mutual Fund	10,147.60	8,412.30	8,794.10	6,831.00	4,996.30
Active mutual fund	8,635.70	7,283.10	7,552.30	6,008.40	4,492.40
Equity & Equity Oriented schemes	5,666.30	4,745.50	4,876.50	3,939.10	2,487.00
Equity Oriented hybrid schemes	1,912.30	1,581.80	1,653.10	1,294.90	872.90
Mutual fund individual MAAUM amount	6,610.30	5746.4	5658.2	4642.2	3234.7
Customer count	15.50	13.6	14.6	11.7	10.1
Systematic transactions	48.00	41.6	39.1	33.6	23.5
Discretionary PMS QAAUM	252.90	210.7	211.8	132.2	44.7
Alternates (including advisory assets)	729.30	690.4	638.7	552.2	311.2
Operating revenue	27,329.50	21869.3	46827.8	33759	26891.8
Operating revenue yield	1%	1%	1%	1%	1%
Operating margin	0%	0%	0%	0%	0%
Operating profit before tax	19,328.20	15167.9	32361.6	23128	18581.7
Profit before tax	21,494.80	17880.9	35330.5	26981.1	20071.7
Profit after tax	16,177.40	13271.1	26506.6	20497.3	15157.8
Return on equity	87%	86%	83%	79%	70%

➤ **Industry Overview:**

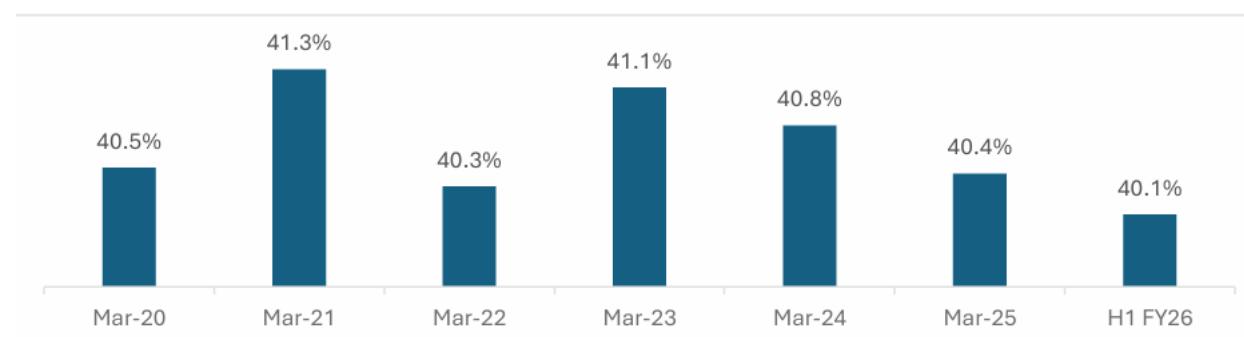
In terms of QAAUM, the market share of top 10 AMCs decreased from 82.7% as of March 2021 to 76.9% as of March 2025. As of March 2025, there were 49 registered mutual funds in India, and as of September 2025, the number of registered Mutual funds in India increased to 54. Passive funds are gaining popularity due to increased investor awareness, lower costs and ease of investment. Robust economic growth, under penetration of mutual funds in India, financialization of savings, increasing participation of retail investors, favourable demographics, increased awareness of investors, and easy accessibility via increased digitalisation due to mobile penetration are the key growth drivers for the mutual fund industry.



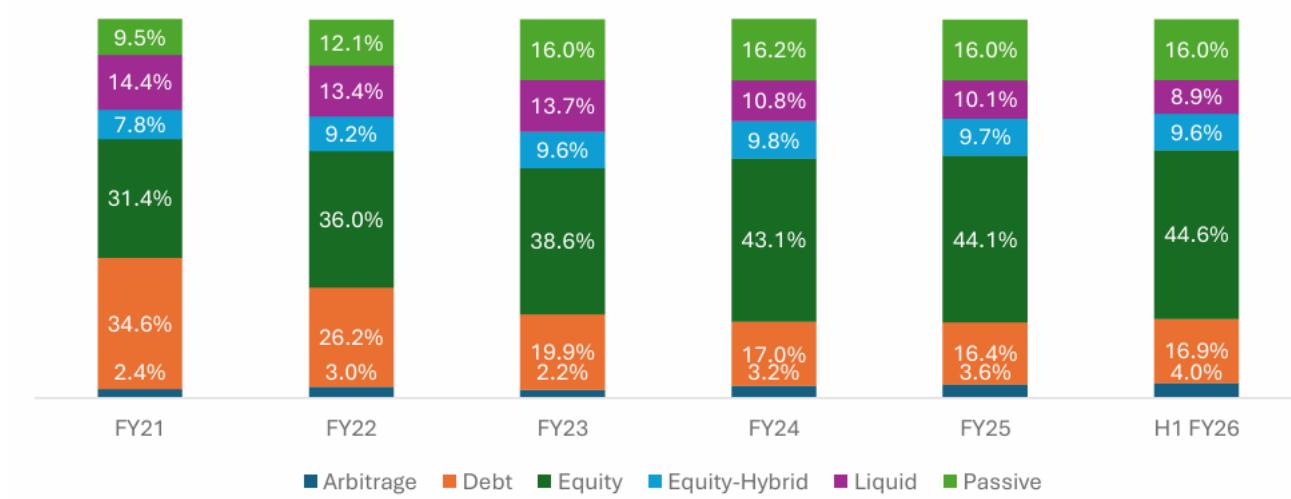
Market share of Top 10 bank led AMC from Financial Year 2020 to H1 Financial Year 2026 basis QAAUM



Market share of Top 3 bank led AMC from Financial Year 2020 to H1 Financial Year 2026 basis QAAUM

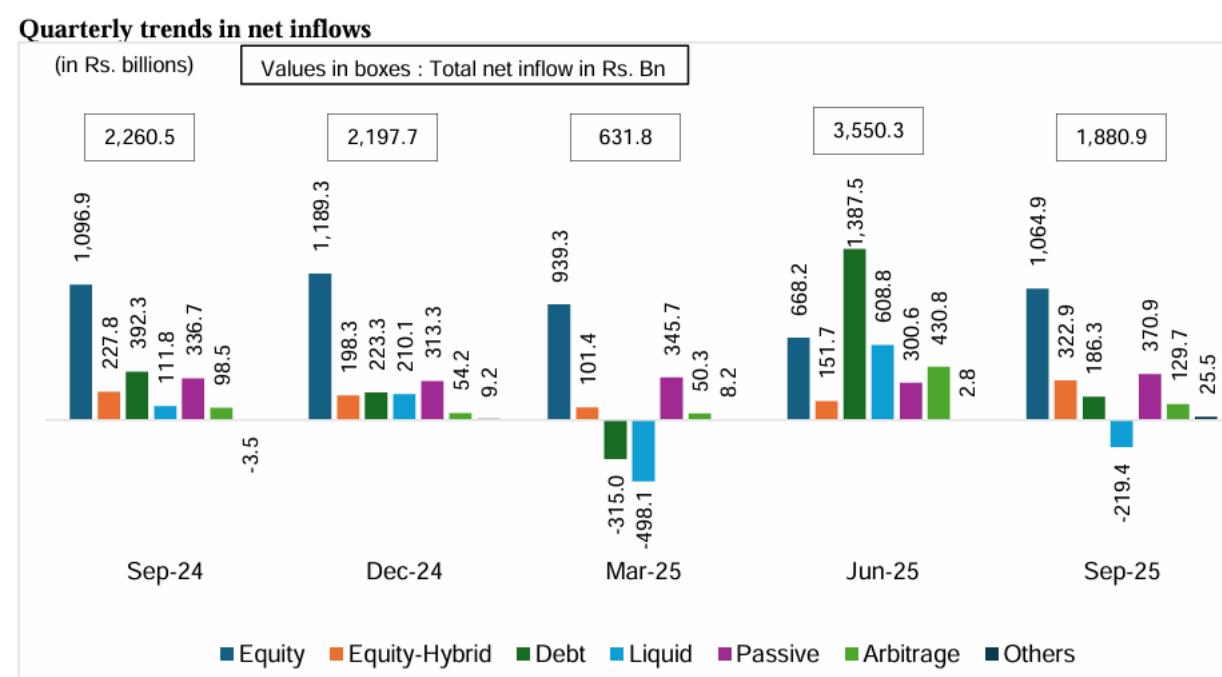
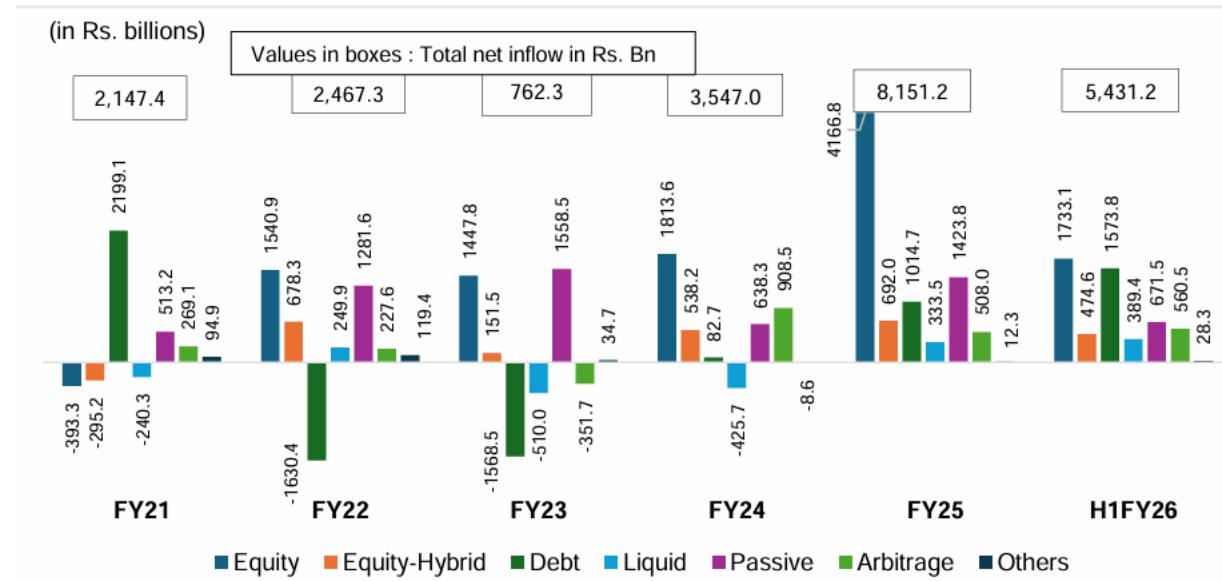


Equity schemes have gained ground over the last few years (Basis QAAUM)

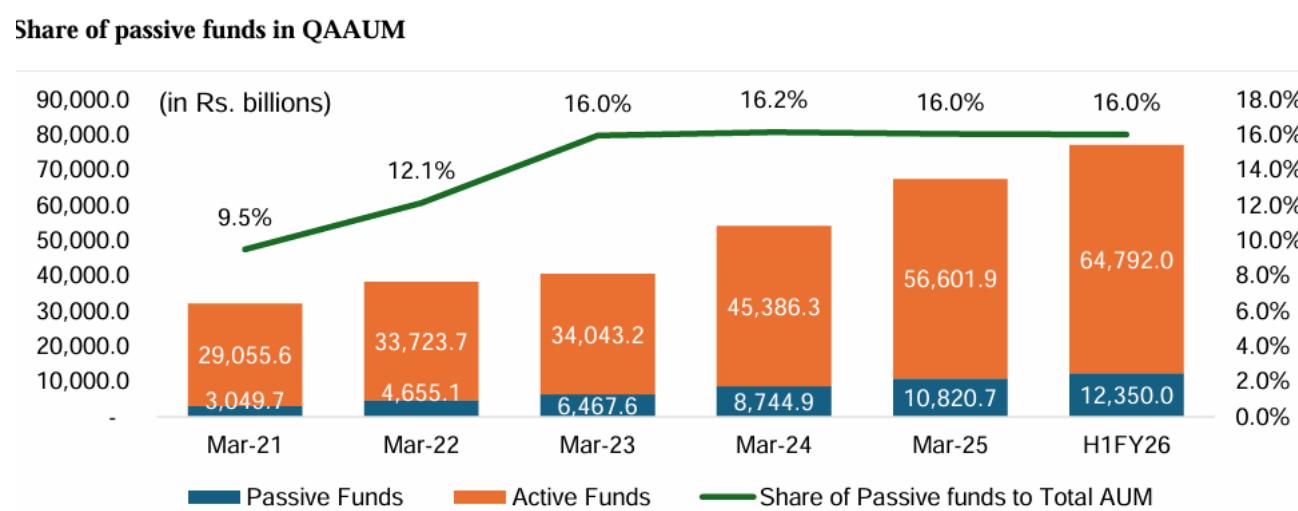


- **Equity Scheme have gained prominence in the last five years:**

- In FY 2025 and the first half of FY 2026, all types of mutual funds received positive inflows. Equity funds usually charge higher fees because they are actively managed and require more research compared to other types of funds.

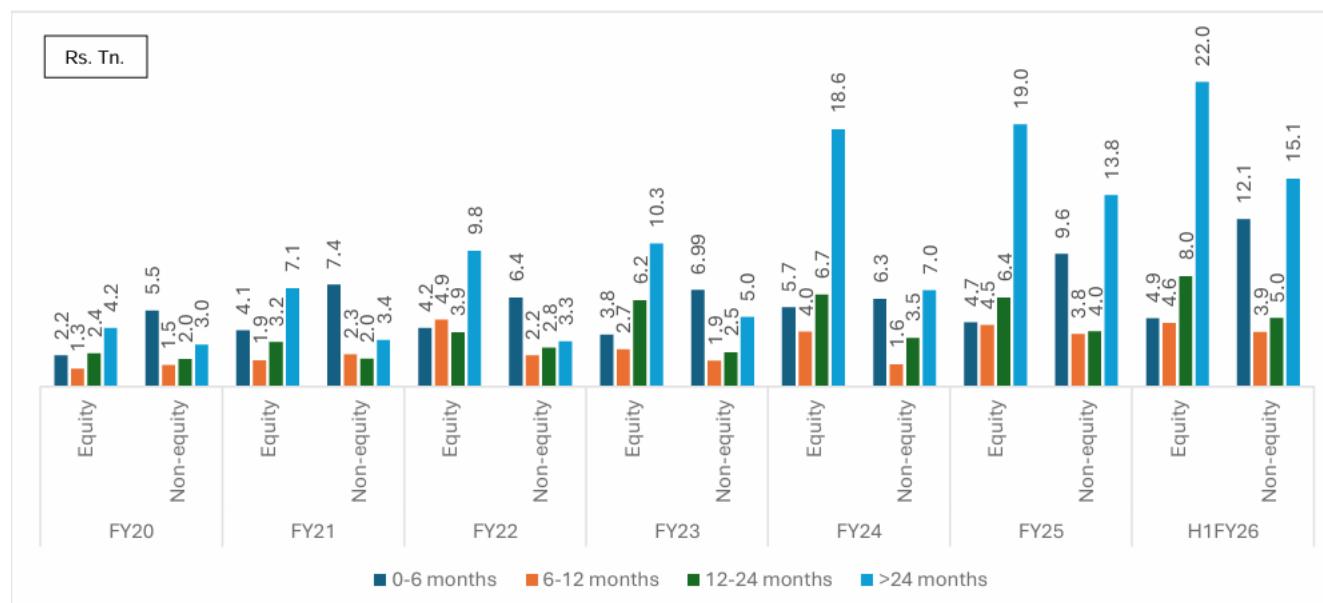


- Because of higher investor awareness, lower costs, and easy investing, passive funds are becoming more popular. Their share of QAAUM increased from 9.5% in March 2021 to 16% in September 2025. The QAAUM of passive funds rose to ₹10.8 trillion by March 2025 and further to ₹12.3 trillion by September 2025. In March 2025, ETFs held ₹8.1 trillion and index funds held ₹2.8 trillion in assets, boosted by several new fund launches. By September 2025, ETF assets had grown to ₹9.3 trillion and index fund assets to ₹3.1 trillion.
- The strong growth of index funds and ETFs in recent years is mainly because more people are interested in sector-based and theme-based investing, and this trend has now moved into passive funds as well. Retail investors have been choosing passive funds more often in the last few years due to better awareness and many new funds launches. Passive investing has been growing steadily in India, as seen in the rising AUM. With increasing awareness, financial advisors are recommending passive funds more frequently.
- HNIs and family offices are also moving toward passive funds because they are low-cost and because actively managed funds do not always perform consistently. AMCs, with a larger share of passive funds, can cross-sell more products to their retail customers and save on marketing and customer acquisition costs. Since passive funds have high growth potential and many large institutional mandates, they also tend to be more profitable for AMCs.



- As of September 2025, equity schemes that are more than 24 months old had the highest AUM at ₹22.0 trillion, while non-equity schemes of the same age had AUM of ₹15.1 trillion

Age-wise AUM distribution shows long-term investment in equity oriented mutual funds gaining traction



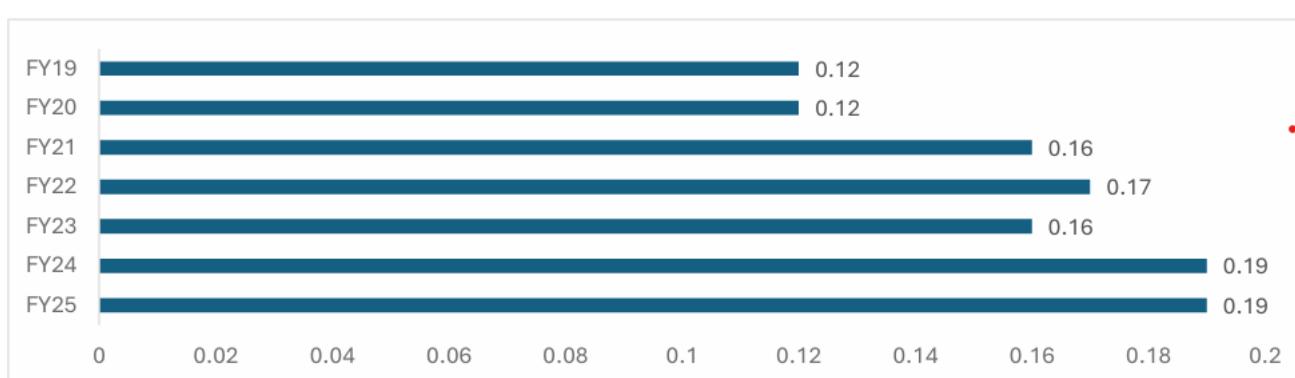
- In India, the number of demat accounts—which hold shares electronically and make stock market investing easier—has grown at a 32.3% annual rate from 2019 to 2025. The rise in demat accounts shows that more people are becoming aware of and interested in the capital markets, whether for trading or long-term investing, and are shifting toward investing more in equities and mutual funds. As of H1 fiscal 2026, the total demat accounts stood at around 207.1 million accounts.

Total demat account (million)	Fiscal 2019	Fiscal 2020	Fiscal 2021	Fiscal 2022	Fiscal 2023	Fiscal 2024	Fiscal 2025	H1 Fiscal 2026
CDSL	17.4	21.2	33.4	63.0	83.0	115.6	153.0	165.2
NSDL	18.5	19.7	21.7	23.7	31.5	35.8	39.4	41.9
<b>Total</b>	<b>35.9</b>	<b>40.9</b>	<b>55.1</b>	<b>86.7</b>	<b>114.5</b>	<b>151.4</b>	<b>192.4</b>	<b>207.1</b>

- Growth drivers for players in the capital market industry:**

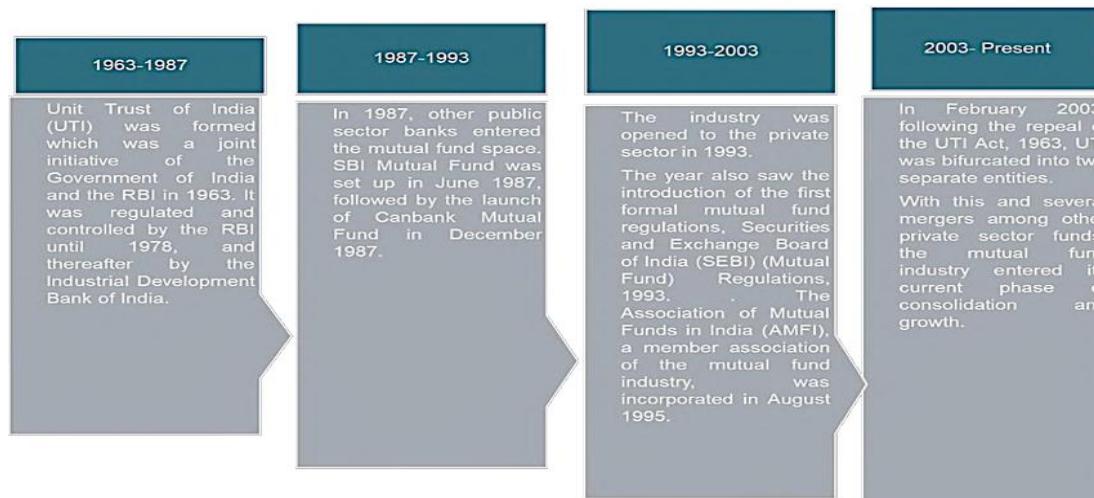
- In fiscal 2025 and 2024, the Ministry of Corporate Affairs registered a record 0.19 million new companies each year, up from 0.16 million in fiscal 2023. Government initiatives like Ease of Doing Business, Make in India, and Start-up India have supported this growth by creating a more business-friendly environment, and they are expected to further boost the start-up ecosystem in the country.

**Number of Indian companies incorporated saw a rise (million)**



- Domestic institutional investors (DIIs) continued to invest heavily in Indian stocks thanks to strong economic conditions and good market returns. DIIs were major buyers for the third year in a row, putting in about ₹6.1 trillion in FY 2025, bringing their total net investment over three years to more than ₹10.5 trillion. They also helped support the market even though foreign investors (FIIs) sold ₹1.3 trillion worth of stocks in FY 2025. In the first half of FY 2026 alone, DIIs have already invested ₹3.9 trillion—about 64% of what they invested in the entire previous year.

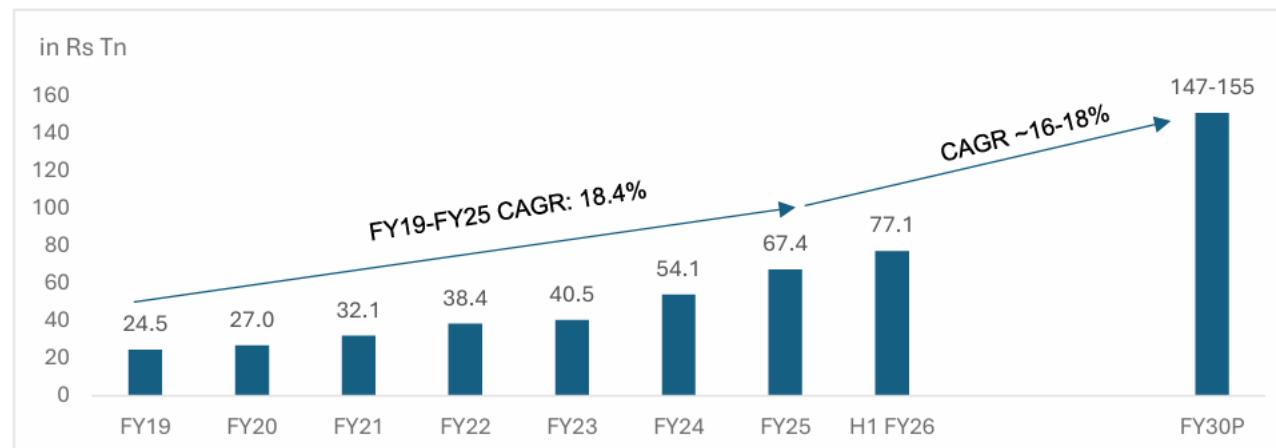
- Evolution of the Mutual Fund Industry:**



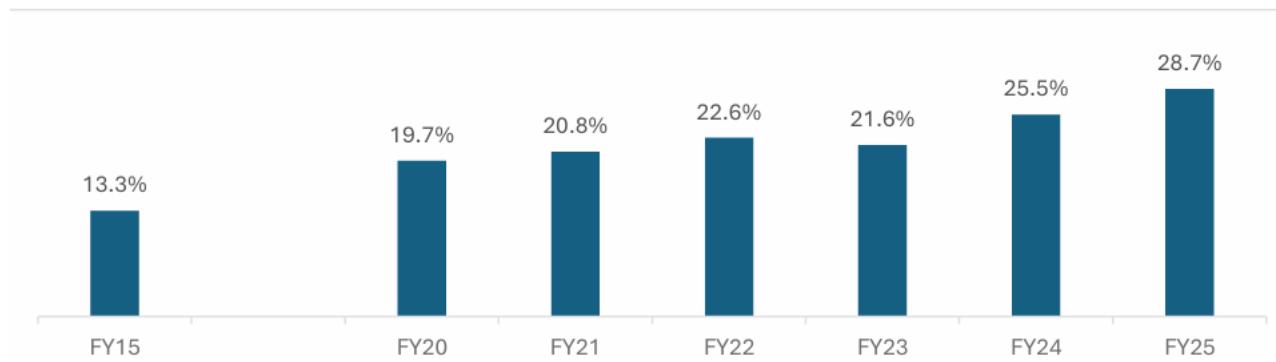
- **Robust Growth in Indian Mutual Fund AUM:**

- The Indian mutual fund industry has grown strongly over the last five years, supported by a strong economy, steady inflows, and more individual investors entering the market. Most of this growth has come from equity mutual funds, as many retail investors have shifted from traditional debt products to equities. Because of this trend, mutual fund assets (AUM) compared to bank deposits increased from 19.7% in March 2020 to 28.7% in March 2025, showing rising investor interest.
- Mutual fund QAAUM rose by more than ₹13 trillion in one year—from ₹54.1 trillion in March 2024 to a record ₹67.4 trillion in March 2025. By September 2025, it had further increased to ₹77.1 trillion. Over six years, QAAUM grew at an annual rate of 18.4%, climbing from ₹24.5 trillion in March 2019 to ₹67.4 trillion in March 2025. In the first half of FY 2026, growth continued with a 16.5% year-on-year rise. Strong performance of equity funds, growth in hybrid funds, deeper penetration in smaller (B30) cities, and rising popularity of SIPs all supported this expansion.
- Individual investors (retail +HNIs) accounted for 52% of total mutual fund AUM in March 2020, rising to 60.7% in March 2025 and 60.9% in September 2025. Monthly SIP investments stayed above ₹200 billion throughout FY 2025 and rose above ₹250 billion between April and September 2025, showing stable and growing participation.
- Overall, the mutual fund industry has shown strong growth, resilience, and the ability to adapt to changing market conditions. These trends give investors confidence and guidance as they plan for long-term financial success.

**Mutual Fund QAAUM to grow at ~16-18% over Fiscal 2025 to Fiscal 2030**



**MF AUM as a % of Bank Deposit**



➤ **Competitive Strengths:**

- **Largest asset management company in India in terms of assets managed under active mutual fund schemes and equity and equity-oriented schemes:** They are the largest asset management company in India in terms of active mutual fund QAAUM, with a 13.3% market share as of September 30, 2025. In terms of overall QAAUM, they ranked as the second largest asset management company in India, with a 13.2% market share as of the same date.
- **Largest Individual Investor franchise in India in terms of mutual fund assets under management:** As of September 30, 2025, their mutual fund MAAUM attributable to Individual Investors stood at ₹6,610.3 billion, representing the highest Individual Investor MAAUM in the Indian mutual fund industry with a market share of 13.7%. Individual Investors accounted for 61.1% of their total mutual fund MAAUM and 85.7% of their equity and equity-oriented schemes MAAUM. Individual Investors typically prefer equity-oriented schemes, which generally carry higher investment management fees compared to non-equity-oriented schemes, and also tend to have longer holding periods, contributing to a more stable asset base. As of September 30, 2025, they had 15.5 million Individual Investors. Investments through SIPs have continued to gain traction as they allow customers to invest smaller amounts over longer periods and reduce the impact of market timing. They have focused on building a resilient pipeline of such systematic flows, providing steady and predictable contributions to their AUM. Their monthly flows from Systematic Transactions increased to ₹48.0 billion in September 2025 compared to ₹39.1 billion in March 2025, ₹33.6 billion in March 2024, and ₹23.5 billion in March 2023. Of their 15.5 million Individual Investors, 6.4 million had at least one Systematic Transaction Folio as of September 30, 2025. The total number of Systematic Transactions increased from 5.7 million in March 2023 to 14.2 million in September 2025, with 92.5% of these transactions having a tenure exceeding five years.
- **Diversified product portfolio across asset classes:** They leverage a well-diversified product suite to address the varying needs and risk-return profiles of their customers and to navigate changing economic conditions. As of September 30, 2025, they managed 143 mutual fund schemes, the largest number of schemes managed by any asset management company in India. No single mutual fund scheme accounted for more than 7.1% of their mutual fund QAAUM as of the same date. They have consistently focused on developing differentiated investment products tailored to meet long-term investor objectives across diverse market conditions and have been among the asset management companies at the forefront of product innovation.

Particulars	Three Month ended Sept 30, 2025	Three Month ended Sept 30, 2025	Fiscal 2025	Fiscal 2024	Fiscal 2023
Equity and Equity Oriented	5,666.30	4,745.50	4,876.50	3,739.10	2,487.00
Debt	1,991.40	1,674.40	1,721.20	1,498.60	1,267.70
Exchange traded funds and Index	1,511.90	1,129.20	1,241.80	822.60	503.80
Arbitrage	318.20	236.30	255.20	169.40	110.40
Liquid & overnight schemes	659.70	627.00	699.30	601.20	627.40
<b>Mutual Fund QAAUM</b>	<b>10,147.50</b>	<b>8,412.40</b>	<b>8,794.00</b>	<b>6,830.90</b>	<b>4,996.30</b>
PMS	253.70	211.50	211.80	132.20	44.70
AIF	146.50	104.20	115.60	83.50	84.00
Advisory	329.10	374.60	311.30	336.40	182.50
<b>Alternative QAAUM</b>	<b>729.30</b>	<b>690.30</b>	<b>638.70</b>	<b>552.10</b>	<b>311.20</b>
<b>Total QAAUM</b>	<b>10,876.80</b>	<b>9,102.70</b>	<b>9,432.70</b>	<b>7,383.00</b>	<b>5,307.50</b>

- Pan-India, multi-channel and diversified distribution network:** They have established an extensive and geographically diversified pan-India distribution network comprising 272 offices across 23 states and four union territories. Their distribution model is designed to be balanced and multi-channelled, encompassing both physical and digital platforms, and is supported by a dedicated sales force. As of September 30, 2025, their distribution network included 110,719 institutional and individual mutual fund distributors (MFDs), 213 national distributors, and 67 banks (including ICICI Bank). They also leverage the extensive distribution network of ICICI Bank, one of their Promoters and a registered MFD. They maintain a strong online presence through a comprehensive digital platform ecosystem, including their website and mobile application, 'i-Invest', which caters to both investors and distributors. The total number of mutual fund purchase transactions executed via digital platforms (excluding recurring SIP transactions and including new SIP registrations) was 11.0 million in the six-month period ended September 30, 2025, 20.9 million in the Financial Year 2025, up from 13.0 million in the Financial Year 2024 and 10.1 million in the Financial Year 2023. For the six-month period ended September 30, 2025, 95.3% of their mutual fund purchase transactions were executed digitally. They leverage content marketing to engage potential investors across social media platforms. As of September 30, 2025, they had over four million subscribers on YouTube across their Mutual Fund and ETF channels, comprising over 1,400 videos, supporting both sales and investor education. Digital channels have increasingly contributed to customer acquisition, with 1.2 million new customers onboard digitally during the six-month period ended September 30, 2025. Additionally, as a subsidiary of ICICI Bank, they benefit from ICICI Bank's distribution capabilities. As of September 30, 2025, ICICI Bank served customers through 7,246 branches across India.
- Investment performance supported by comprehensive investment philosophy and risk management:** Their investment philosophy is designed to deliver performance relative to benchmarks, with an investment strategy focused on maintaining a balanced and well-diversified portfolio within each of their funds. These portfolios are governed by internal norms covering asset allocation, sectoral allocation, and security selection. They rely on a professional and disciplined investment approach for both the launch and ongoing management of their funds. An internal control structure emphasizing risk management, internal audit systems, and regulatory compliance underpins their operations. Their position as the second largest asset management company in India by QAAUM, with a market share of 13.2% as of September 30, 2025, is supported by a comprehensive investment philosophy aimed at delivering risk-adjusted returns across market cycles. Their investment process is reinforced by an established research framework that combines both quantitative and qualitative analysis. A dedicated research team focuses on understanding business models, industry dynamics, and key performance drivers. Quantitative analysis includes evaluating industry growth prospects, company financial performance, and competitive positioning. Qualitative analysis emphasizes management quality, corporate governance standards, and the long-term sustainability of businesses. These insights collectively inform portfolio construction and security selection, enabling high-conviction investment decisions.
- Consistent profitable growth:** They were the most profitable asset management company in India in terms of operating profit before tax, with a market share of 20.0% for the Financial Year 2025. Furthermore, their total AAUM, operating revenue, and profit after tax grew at a CAGR of 32.7%, 32.0%, and 32.2%, respectively, over Financial Years 2023 to 2025. Their AUM mix, with a high proportion of equity, contributed to an operating revenue yield of 52 bps (annualised) and an operating margin of 37 bps (annualised) for the six-month period ended September 30, 2025, and an operating revenue yield of 52 bps and operating margin of 36 bps for Financial Year 2025. The business model is capital efficient, as reflected in a return on equity of 86.8% (annualised) for the six-month period ended September 30, 2025, and 82.8% for Financial Year 2025. Their operating profit before tax for the six-month periods ended September 30, 2025, and September 30, 2024, and the Financial Years 2025, 2024, and 2023 were 19,328.2 million, ₹15,167.9 million, ₹32,361.6 million, ₹23,128.0 million, and ₹18,581.7 million, respectively. Operating margins for the same periods were 0.37% (annualised), 0.35% (annualised), 0.36%, 0.36%, and 0.36%, respectively. They have maintained a strong financial position due to a continued focus on customer centricity, product innovation, and profitable growth. Their position in the industry provides sustainable resources to continue investing and funding future growth.
- Trusted brand and strong culture:** They have a strong brand that their customers trust, which is reflected in their leading position in the Indian mutual fund industry. This position comes from a culture focused on customers, innovation, risk management, and high standards, which helps them provide investors with products that meet their financial goals and offer ongoing support across multiple channels. They are well-recognized by Indian customers, thanks to their strong brand and well-known parent companies. They benefit from the reputation of ICICI Bank and Prudential. ICICI Bank operates in banking, insurance, asset management, investment banking, and other financial services. Its listed subsidiaries include ICICI Prudential Life Insurance Company Limited (a joint venture with Prudential) and ICICI Lombard General Insurance Company Limited. Prudential, part of the Prudential Group founded in 1848, is a leading life and health insurer with over 18 million customers across 24 countries in Asia and Africa as of December 31, 2024. Prudential focuses on providing savings and protection in countries with low insurance coverage and pension gaps and ranks among the top three insurers in ten Asian and three African markets. Prudential's asset management arm, Eastspring Investments, manages US\$ 258 billion in assets worldwide and is one of the largest fund managers in seven Asian markets. They gain from Eastspring's global experience in fund management and distribution and can use this reach to grow their advisory business. They believe their company culture is key to their success and gives them a competitive edge. A positive work environment and strong culture help them attract and keep talented employees. Their employee benefit plans are designed to align employees' goals with the company's goals.

➤ **Key Strategies:**

- Maintain focus on investment performance with a risk calibrated approach:**

A key strategic focus for them is to consistently achieve investment outperformance over the medium to long term, relative to relevant benchmarks and peer groups. They support their fund managers in generating superior risk-adjusted returns through a disciplined and structured investment process, based on clearly defined investment objectives, proprietary research, and an active approach to asset management. They emphasize broadening the scope and quality of their research to gain a deeper understanding of the businesses and sectors in which they invest. Their research process combines quantitative analysis—covering industry trends, financial performance, and competitive positioning—with qualitative assessments of critical factors such as corporate governance

and management quality. Aligned with their conservative investment philosophy, they have expanded their hybrid offerings within their equity and equity-oriented assets under management (AUM). They are committed to further growing and refining this hybrid category, which has historically delivered balanced risk-return outcomes for their investors. Risk management is a core part of their investment process. They have implemented ongoing monitoring frameworks to ensure portfolios remain aligned with each scheme's mandate. For example, in March 2024, in response to high market valuations, they suspended lump-sum subscriptions in mid-cap and small-cap schemes to protect investors. These schemes now allow investments only through systematic transactions, subject to specific limits. Their risk management approach is continually updated to respond to changing market conditions, enabling them to maintain a prudent and responsive approach to portfolio construction and capital allocation.

- **Expand the customer base through distinct initiatives, increase penetration in existing and new markets and strengthen relationships with the distributors:**

They are focused on expanding their customer base through several initiatives, including increasing market penetration, strengthening distributor relationships, and broadening access through multiple channels in India and overseas.

- Digital and Direct-to-Consumer Focus: They aim to further scale their direct-to-consumer channel, which allows direct engagement with customers, providing end-to-end support and enabling data-driven targeting. They continue to invest in campaign-based outreach, leverage upselling and cross-selling opportunities during service interactions and use advanced analytics to personalize product recommendations. Their digital platform and investor portal are central to this strategy, ensuring smooth onboarding and servicing experiences.
- Expanding Distribution Channels: They engage with new distributors to meet their clients' investment needs while focusing on building long-term relationships. This approach optimizes resource allocation and strengthens the effectiveness of their distribution network. They are also committed to enhancing relationships with existing distributors by offering a broad suite of products across asset classes.
- Leveraging ICICI Bank's Distribution Network: They collaborate with ICICI Bank to distribute products through its branch network across India. They aim to strengthen distribution capabilities by providing product training programs for ICICI Bank staff, delivered by their product specialists.
- Domestic Market Expansion: They remain committed to expanding their domestic distribution footprint. This includes increasing presence in high-potential markets and augmenting their physical presence to drive further customer engagement.
- IFSC GIFT City Expansion: In April 2024, they received a 'no objection' letter from SEBI to establish a branch in IFSC GIFT City. This expansion allows them to:
  - Launch retail schemes and exchange-traded funds (ETFs)
  - Launch alternative investment funds (AIFs)
  - Provide portfolio management services (PMS)
  - Offers advisory services to offshore clients within IFSC GIFT City
- DIFC Presence: They are establishing operations in the Dubai International Financial Centre (DIFC) to serve the investment needs of non-resident Indians and international investors in the Middle East. They plan to scale operations in this region through diverse offerings while leveraging their brand.

- **Grow Alternates business:** Their product strategy focuses on scaling Alternates business through both organic and inorganic growth. The company's Board has approved the sale and transfer of investment management rights for certain schemes of selected Category II Alternative Investment Funds from ICICI Venture Funds Management Company Limited, a subsidiary of ICICI Bank. The completion of this transaction depends on certain conditions, including obtaining regulatory approvals and completing related corporate actions. Once integrated, these funds are expected to strengthen their presence in the Alternates market and complement their existing alternate offerings, such as private credit and real estate. They plan to grow the Alternates business by expanding their portfolio of bespoke, outcome-oriented investment solutions, introducing differentiated strategies, and continuing to invest in distribution capabilities targeted at high-net-worth individuals.

- **Diversify product portfolio to suit dynamic customer needs:** They are committed to the continuous expansion and diversification of their mutual fund products to meet evolving investor needs and comply with regulatory requirements. Their operations are governed by a regulatory framework for the development and launch of new fund offerings. They consistently integrate insights from their investment teams, distributor network, and investors, enabling them to adapt existing products and introduce new schemes that align with investor demand and market conditions. Their experience across different market cycles allows them to design investment solutions tailored to the diverse needs of their customer segments. This approach emphasizes Systematic Transactions as a key driver for long-term growth. SIPs have gained increased popularity among individual investors in the Indian mutual fund industry during Financial Year 2025. Since September 30, 2025, they have launched the 'ICICI Prudential Conglomerate Fund' under the Equity and Equity Oriented Schemes category, reflecting their focus on product innovation, customer-centricity, and long-term wealth creation. They also aim to enhance engagement with high-net-worth clients by expanding their dedicated product specialist salesforce. Additionally, they plan to introduce specialized investment fund offerings, subject to regulatory approvals, to further strengthen their presence within the affluent investor segment.

- **Leverage the technology and scale digital capabilities to drive customer acquisition, enhance customer experience:** With the adoption of cloud-based re-engineering and modernization of their core technology systems, along with new websites and mobile applications, they aim to deliver digital communications tailored to individual customer interests. This approach is designed to optimize customer acquisition, drive ongoing engagement, enhance the overall experience, and strengthen retention. They are increasingly collaborating with digitally enabled distributors and fintech platforms that have established retail networks and strong customer engagement capabilities. These partnerships allow them to efficiently reach younger, digitally native customers. They plan to expand these collaborations by co-creating offerings and leveraging advanced data analytics to better understand and target investors. Additionally, they intend to increase integration with digital platforms to simplify transactions and improve the overall customer experience.

➤ **Peer Comparison:**

- As of September 2025, ICICI Prudential AMC was the second-largest AMC in terms of QAAUM, with a market share of 13.2%. Its QAAUM stood at ₹10,147.6 billion, growing 20.6% year-on-year, faster than the industry growth of 16.5% during the same period. This strong performance follows the trend of the past two fiscal years (FY 2023–FY 2025), when its QAAUM grew at a CAGR of 32.7%, compared to the industry's 29.0%. ICICI Prudential AMC has consistently been among the top two AMCs in India from March 2022 to September 2025.

**Quarterly Average Asset under management and growth:**

Particulars	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR FY23-25	Market Share 1HFY26
SBI AMC	5044.6	6470.7	7171.6	9143.7	10729.5	11995.3	22.3%	15.5%
ICICI Prudential AMC	4054.1	4682	4996.3	6831	8794.1	10147.6	32.7%	13.2%
HDFC AMC	4155.7	4320.8	4497.7	6129	7740	8814.3	31.2%	11.4%
Nippon India AMC	2285.9	2832.6	2931.6	4313.1	5572	6565.2	37.9%	8.5%
Kotak Mahindra AMC	2337.8	2846.2	2893.4	3810.5	4825.4	5559.5	29.1%	7.2%
Aditya Birla Sun Life AMC	2692.8	2958	2752	3317.1	3817.2	4251.7	17.8%	5.5%
UTI AMC	1828.5	2238.4	2387.9	2908.8	3397.5	3784.1	19.3%	4.9%
Axis AMC	1965.5	2598.2	2414.1	2742.7	3215.1	3512.4	15.4%	4.6%
Tata AMC	620.8	867.1	984.3	1471.7	1877	2169.6	38.1%	2.8%
DSP AMC	973.3	1078	1146.5	1480.1	1873.1	2111	27.8%	2.7%
<b>Total AMC Industry</b>	<b>25959</b>	<b>30892</b>	<b>32175.4</b>	<b>42147.7</b>	<b>51840.9</b>	<b>58910.7</b>	<b>26.9%</b>	<b>100.0%</b>

- As of September 2025, ICICI Prudential AMC was the largest AMC in terms of active QAAUM, with a market share of 13.3%. Its active QAAUM was ₹8,635.7 billion, growing 18.6% year-on-year, faster than the industry growth of 16.8%. Over the past two fiscal years (FY 2023–FY 2025), its active QAAUM grew at a CAGR of 29.7%, slightly higher than the industry's 28.9%. ICICI Prudential AMC has consistently been the largest in active QAAUM as of March 2024, March 2025, and September 2025.

#### Active QAAUM:

Particulars	FY21	FY22	FY23	FY24	FY25	H1FY26	CAGR FY23-25	Market Share 1HFY26
SBI AMC	3594.1	4447.1	4583	5961.6	7312.6	8240.6	26.3%	12.7%
ICICI Prudential AMC	3863.9	4323.1	4492.4	6008.4	7552.3	8635.7	29.7%	13.3%
HDFC AMC	4078.9	4187.3	4280	5766.7	7193.5	8159.2	29.6%	12.6%
Nippon India AMC	1906.9	2261.2	2183.6	3096.5	3874.6	4550.4	33.2%	7.0%
Kotak Mahindra AMC	2235.1	2715.4	2705.1	3564.8	4492.9	5165.2	28.9%	8.0%
Aditya Birla Sun Life AMC	2683	2900.5	2527.2	3046.2	3506.5	3924.1	17.8%	6.1%
UTI AMC	1402.7	1613.9	1559.2	1754.3	1982.6	2159.7	12.8%	3.3%
Axis AMC	1957	2572.2	2353.4	2656.1	3096.7	3376.7	14.7%	5.2%
Tata AMC	616.3	859.1	957.7	1430.5	1807.9	2081.8	37.4%	3.2%
DSP AMC	969.5	1069.4	1116.3	1406.9	1731.5	1944.9	24.5%	3.0%
<b>Total AMC Industry</b>	<b>23307.4</b>	<b>26949.2</b>	<b>26757.9</b>	<b>34692</b>	<b>42551.1</b>	<b>48238.3</b>	<b>26.1%</b>	<b>100.0%</b>

#### ➤ Key Risk:

- Competition from existing and new market participants offering investment products could reduce the growth, market share or put downward pressure on the fees, which in turn could have an adverse effect on our business, results of operations, financial condition and cash flows.
- They operate in a highly regulated industry, and any breach of applicable regulations may lead to adverse action by the regulator. Further, changing laws, rules and regulations as well as legal uncertainties in India may adversely affect our business, results of operations, financial condition and cash flows.
- They depend on the services provided by certain third parties, including distributors, for our operations. Any deficiency or interruption in their services could adversely affect our operations and reputation.
- Impact of changes to the regulations on the total expenses ratio for the schemes introduced by the funds managed by them could adversely affect the business, results of operations, financial condition and cash flows and cause them to decrease marketing and other efforts on behalf of the funds.
- They require certain statutory and regulatory licenses and approvals to conduct their business and an inability to obtain, retain or renew such licenses and approvals could have an adverse effect on the business, financial condition, results of operations and cash flows.
- ICICI Prudential AMC highlights that insurance products such as unit-linked investment products (ULIPs), which provide dual benefits of protection and long-term savings, are competing for market share with mutual funds. Competition from existing and new market participants offering investment products could reduce growth, market share or put downward pressure on the fees.
- A shift towards ETFs can lead to slower overall topline growth for AMCs, as they may see a decline in AUM in actively managed funds and a corresponding increase in AUM in ETFs, said the company.
- Change in global macros can impact capital market activities which may affect investor sentiment and business growth.
- Adverse market conditions due to a slowdown may affect capital market activities, consequently it may also impact revenues of the company.

#### ➤ Valuation & Outlook:

- ICICI Prudential, with a strong market share, is among the most profitable AMCs in the industry valued at ~40x P/E on FY25 earnings (at the upper band) which is fair as compared to leading players (HDFC AMC & Nippon Life AMC). Considering the company's consistent track record & superior financial metrics, the valuation is fully priced in. Hence, we recommend subscribing to the IPO from the medium to long-term perspective.

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