ICICI Bank

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THE ORANGE BOOK

PATIENCE

The secret to ripened rewards

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The Wealth in Waiting

Why patience is your biggest asset in a market downturn

4-minute read

Sweet mangoes don't come early

History Rewards the Patient Investor

Markets go through cycles, where ups and downs are inevitable. But history tells us that while downturns are temporary, growth is long-term.

Take these examples:

2008 Global Financial Crisis

The Sensex crashed from 21,000 to 8,000. Many investors panicked and sold.

But those who held on saw the Sensex cross 60,000 in 2023 – a nearly 8x return in 15 years.

COVID-19 Crash (2020)

In March 2020, the Sensex dropped 40% in a month.

But by the end of 2021, it had doubled.

The Lesson

Market crashes are temporary. Growth is not.

Why Panic Selling Destroys Wealth

Selling during a downturn feels like damage control but is often not a good strategy.

Locking in losses
A market dip is just a paper loss until you sell. Selling turns it into a real one.

Disrupting compounding
Compounding works best over time. Selling cuts it short and resets your wealth-building journey.

How to Cultivate Patience

Stick to Your Plan

Avoid emotional decisions. Stay focused on your long-term goals. Thinking objectively helps you stick to your plan.

Continue SIPs During Dips

Lower prices mean more units for the same investment – increasing your number of units.

Think Long-Term

Don't obsess over market daily swings. Focus on performance over years, not weeks.

Diversify Smartly

A balanced mix of equity, debt and gold is a cushion against market shocks.

INVEST NOW

Tune Out the Noise

There's too much information out there! Long-term investors thrive on patience, not headlines.

The Magic of Compounding

It is said that compounding is the eighth wonder of the world, but it needs time to work its magic.

Scenario Setup:

Monthly SIP: ₹25,000 in a mutual fund on the 1st of every month

Investment Period: 20 years

Meet the Friends:

Amit
Stays disciplined and continues SIP through ups and downs.

Rahul
Pauses SIP during downturns and resumes after the market recovers.

Outcome After 20 Years:

Amit (Disciplined Investor): ₹2.48 crore against an investment of ₹ 60 lakh.

Rahul (Pauses SIP During Downturns): ₹1.99 crore against an investment of ₹ 47.75 lakh.

Key Insights:

Amit's disciplined approach allows him to benefit from rupee cost averaging and the power of compounding, resulting in the good returns.

Rahul's hesitation costs him over ₹48 lakh due to missed investments during downturns.

The Lesson

Consistency and patience in SIPs yield the best long-term results. Trying to time the market or avoiding downturns reduces overall wealth creation.

START YOUR SIP

Market downturns aren't reasons to exit. They're opportunities to stay patient and let compounding work for you. Wealth isn't built by reacting to short-term noise. It's built by waiting for long-term rewards.

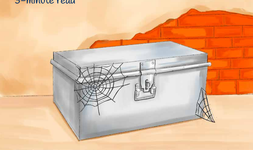
Disclaimer: The 12.62% compounded annual growth rate (CAGR) is the mean of 10-year rolling returns of the Sensex between June 1, 2014 and May 31, 2024, and has been used purely for illustrative purposes.
SIP was started in April 2005, for a period of 20 years. SIP was stopped during the following periods: Jul-08 to May-09, Jul-09, Sep-11 to Jul-12, Sep-13, Sep-15 to Jul-16, Jan-19, Feb-19 to Sep-19, Mar-20 to Jul-20, Oct-20 to Nov-20, Jul-22, Oct-22, Mar-23, and Mar-24. For the rest of the months, SIP was continued.
These calculations are meant to assist investors in ascertaining a suitable SIP instalment amount to invest in order to achieve their desired financial goals. The final value of investment is pre-tax, and investors may incur tax liability on capital gains. This illustration should not be construed as investment advice, nor should it be considered as historical or indicative performance of any schemes. The aforesaid illustration is based on various assumptions including, but not limited to, (i) returns of the schemes, (ii) consistent market conditions, (iii) continuity of SIP, and (iv) future cost of goods, any of which may or may not hold true in all market conditions. Past performance may or may not be sustained in the future and is not a guarantee of any future returns. The information contained herein is only for the purpose of information and not for distribution and does not constitute an offer to buy or sell, or a solicitation of any offer to buy or sell, any securities or financial instruments.

Investments in securities markets are subject to market risks; read all the related documents carefully before investing.

ICICI Bank is an AMFI Registered Mutual Fund Distributor. Mutual Fund investments are subject to market risks; read all scheme related documents carefully before investing.

Lost & Found

3-minute read



Did you know that unclaimed deposits with banks witnessed a 26% year-on-year increase, reaching ₹78,213 crores by the end of March 2024, according to the RBI's Annual Report?

Where does this money go?

The funds in accounts/ deposits/ cards that are inoperative/ unclaimed for 10 years or more are transferred by the banks to the RBI's Depositor Education Awareness Fund (DEAF).

Therefore, if you have forgotten about an old savings account, fixed deposit or even a prepaid card, your funds may have been transferred to the RBI's DEA Fund.

The good news?
You can still claim it back!
Here is how.

Check for Unclaimed Deposits

To check if you have funds to claim:

Use RBI's UDGAM portal (Unclaimed Deposits Gateway to Access Information).

Visit the website of your bank to check for unclaimed deposits, provided that information is available.

Since banks protect customer privacy, your account details will not be displayed. Instead, you will receive a Unique Reference Number (UDRN). Visit your bank to begin the claim process using this number.

Submit a Refund Request

Once you have confirmed that your funds are in the DEA Fund, you need to visit your bank and choose one of these refund options:

Refund with Account Activation
If you want to continue using the account.

Refund with Account Closure
If you no longer need the account

Refund for a Deceased Person's Account If you are a legal heir or nominee

Refund with Minor to Major Conversion If the account holder has turned 18.

Provide Necessary Documents

To process your refund, you will need to submit:

1. Re-KYC form

2. Proof of Identity and Address: Aadhaar, Passport, Voter ID or Driving License

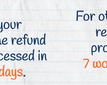
3. PAN card or Form 60

4. For Businesses
Constitution documents, Board Resolution and KYC of authorised signatories

5. For Deceased Claims
Death certificate, legal heir proof or nominee documents

Get Your Money Back!

Once you have submitted your request:



If you are activating your account, the refund will be processed in 3 working days.

For other refund requests, the process takes 7 working days.

Preventing Dormancy

If you have old bank accounts, act now to reclaim your funds. To ensure your account never becomes inactive again:

Make at least one transaction every year.

Set up standing instructions for auto-transfers.

Enable Mobile Banking and Internet Banking.

Your money belongs to you—make sure it stays within your reach!

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Travel shouldn't make us rich just with experiences!

2-minute read

With the charm of new destinations and cultural experiences, travel has become an integral part of our lives. However, as our wanderlust grows, so does the need for prudent financial planning to ensure that our adventures don't compromise our financial well-being.

The Rising Tide of Travel Expenditure

Recent data indicates a significant surge in travel spending among Indians. For instance, in the fiscal year 2023-24, Indian citizens spent over ₹1,41,800 crore on overseas travel, marking a 24.4% increase from the previous year. This trend underscores the importance of integrating travel expenses into our financial planning.

The Financial Pitfalls of Unplanned Travel

While spontaneous trips can be exhilarating, they often come with unforeseen costs:

Debt Accumulation
Last-minute bookings typically come at a premium, leading to increased reliance on credit and potential debt.

Eroded Savings
Funding unplanned travel by dipping into savings can leave you unprepared for actual emergencies.

Overspending
Without a clear budget, incidental expenses like dining and activities can quickly escalate, thereby straining finances.

Strategies for Smart Travel Budgeting

To enjoy travel without compromising financial health, consider the following:

Establish a Dedicated Travel Fund
Allocate a specific amount each month exclusively for travel. This approach ensures that travel expenses don't interfere with essential financial commitments.

Plan and Book in Advance
Early planning allows for better deals on flights and accommodations, potentially saving a significant amount. Travel experts advise bookings 9-12 months in advance, to take advantage of early offers, greater availability and lower demand.

Set a Daily Spending Limit
Determine daily allowances for expenses like food, transportation, and activities. Utilising cash or prepaid travel cards can help adhere to this budget.

Leverage offers
Opt for travel credit cards that offer benefits such as discount/cashback on flights and hotels or lounge access. Ensure timely payment of dues to avoid interest charges.

No-cost EMIs
Certain credit cards offer No-cost EMIs on flight bookings. It will enable flight bookings early, even if you do not have the entire flight cost at hand.

The Benefits of a Structured Travel Budget

By setting aside ₹5,000 monthly in a Recurring Deposit

After 1 Year
Accumulate ₹62,210 (with 6.7% interest rate), suitable for a domestic trip.

After 3 Year
Grow to ₹2 lakh (with 7% interest rate), enabling an international vacation.

After 5 Years
Reach over ₹3.6 lakh (with 7% interest rate), funding an extended dream trip without impacting other savings.

Enjoy Travel Without Financial Strain

Travel enriches life, offering new perspectives and experiences. By implementing thoughtful budgeting strategies, it's possible to explore the world, while maintaining financial stability.

Travelling shouldn't just make you rich with experiences, it should also allow you to save whenever you can.

FUND YOUR TRAVELS

APPLY FOR FOREX CARDS

CHECK TRAVEL OFFERS

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The ₹1 Trap

4-minute read

Imagine this—you check your phone and see a message:

And you think, "Eh, it's just ₹1. No big deal."

But here's the thing. That tiny deposit? It could be the first step in a scam designed to wipe out your savings.

What's going on here?

Well, banks and payment companies sometimes use what's called a penny drop method.

It's a simple way to check if an account is active before transferring a larger amount.

They send a small deposit like ₹1 and in return, they get confirmation that:

- The account is active.
- The exact name is registered with the bank.

Legitimate businesses do this when processing refunds or setting up payments. But fraudsters have found a way to exploit it.

But wait... it's just ₹1.

Why should I worry?

Because unlike other scams—where you need to click a suspicious link or accidentally share your details—this one works silently. You don't have to do anything.

The scammer is already one step ahead, gathering data directly from the banking system itself.

But how?

The scam is simple but highly effective. It plays on trust, urgency and the illusion of legitimacy. Here's how fraudsters pull it off:

Initial Contact

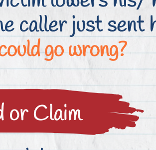
The fraudster calls the victim, posing as a representative from a bank, insurance company or even a government agency. He/ she claims that he/ she needs to verify the victim's bank account—maybe for processing a refund, an insurance payout or an overdue transaction.

The Penny Drop Verification

To build trust, the fraudster deposits a small amount—₹1 or ₹10—into the victim's bank account. Once the money is credited, he/ she asks the victim to check and confirm the deposit.

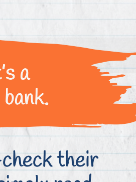
This step serves two purposes:

- It confirms the bank account is active.
- It reveals the victim's full legal name as banks match transactions to registered names.



At this point, the victim lowers his/ her guard. After all, the caller just sent him/ her money. What could go wrong?

The Fake Refund or Claim



Now, the fraudster claims they he/ she is transferring a much larger sum—let's say ₹11 lakh. Shortly after, the victim receives an SMS notification saying the amount has been credited to his/ her account.

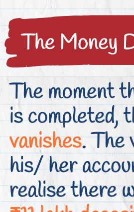
But here's the catch—it's a fake SMS, not from the bank.

Most victims don't double-check their actual bank balance. They simply read the message and assume the transaction is real.

The 'Accidental' Overpayment

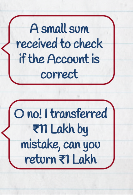
The fraudster then pretends to panic.

"Oops! I was supposed to transfer ₹10 lakh but I mistakenly sent ₹11 lakh. Can you return ₹1 lakh? I'll send you a QR code—just scan it and pay."



Believing he/ she has received extra money, the victim complies. He/ she will then scan the QR code and unknowingly authorise a payment from their account.

The Money Disappears



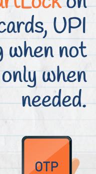
The moment the transaction is completed, the fraudster vanishes. The victim checks his/ her account—only to realise there was never any ₹11 lakh deposit in the first place. The money they just 'returned' was their own.

So, what can you do?

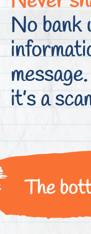
Ignore unsolicited calls or messages offering refunds, insurance claims or large sums of money. If someone calls claiming you're owed money, disconnect immediately.

Always verify official contacts. If you receive a call from your 'bank', don't engage. Instead, contact the bank directly via the official website, app or Customer Care number.

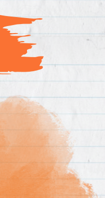
Check your bank statements regularly. If you notice small deposits or withdrawals you didn't authorise, report them to your bank immediately.



Before acting on any credit message, check your actual account balance. Never assume an SMS is real—log into your banking app and verify.

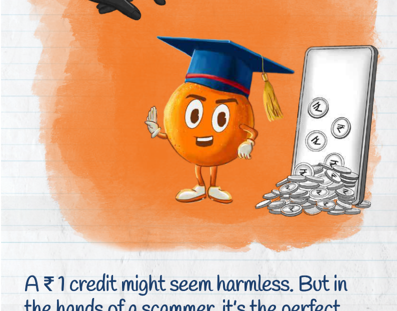


Use SmartLock for added security. Use SmartLock on iMobile to lock your cards, UPI and internet banking when not in use. Unlock them only when needed.



Never share OTPs or PINs. No bank will ever ask for this information over a call or message. If someone does, it's a scam.

The bottom line?



A ₹1 credit might seem harmless. But in the hands of a scammer, it's the perfect bait.

Don't brush it off. Because sometimes, this ₹1 could cost you everything.

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We're listening!

Your feedback is essential to help us improve.

FEEDBACK

Connect with us for banking solutions.

1800 1080

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Click here to view the disclaimer.