

ICICI Prudential Mutual Fund

3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (East),
Mumbai - 400 051, Tel: (022) 26428000, Fax: (022) 2655 4165.

NOTICE TO THE INVESTORS/UNITHOLDERS OF ICICI Prudential Equity - Volatility Advantage Fund (the Scheme)

Notice is hereby given to all investors/unitholders of the Scheme that the Trustee has approved July 11, 2013 as the record date for declaration of dividend under the dividend plans/options of the Scheme. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unit holders of the Scheme, at the close of business hours on July 11, 2013 subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

| Dividend Plans /Options under the Scheme | Recommended rate of dividend (₹ per unit) (Face value of ₹ 10/- each) | NAV as on July 04, 2013 (₹ per unit) |
|---|--|---|
| Direct Plan - Monthly Dividend | 0.04 | 10.28 |
| Regular Plan - Monthly Dividend | 0.04 | 10.26 |

For units in demat form: Dividend will be paid to those Unitholders/Beneficial Owners whose names appear in the statement of beneficial owners maintained by the Depositories under dividend plans/options of the Scheme on July 11, 2013.

It should be noted that pursuant to payment of dividend, the NAV of the dividend plans/options of the Scheme would fall to the extent of dividend payout and statutory levy, if any.

Investors are requested to take a note of the above.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Sd/-

Date : July 05, 2013

Authorised Signatory

No. 002/07/2013

| | | |
|------|-----------|---------------|
| CALL | MTNL/BSNL | 1800 222 999 |
| | Others | 1800 200 6666 |

Or, apply online at www.icicipruamc.com



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