



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001.

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Notice to the Investors/Unit holders of ICICI Prudential Balanced Advantage Fund, ICICI Prudential Equity Income Fund and ICICI Prudential Value Discovery Fund (the Schemes)

Notice is hereby given to all the investors/unit holders of the Schemes that March 24, 2017* has been approved as the record date for declaration of the following dividend under the Schemes. Accordingly, dividend will be paid to all the unit holders/beneficial owners whose names appear in the register of unit holders/Statement of beneficial owners maintained by the Depositories, as applicable under the dividend option of the Schemes, at the close of business hours on the record date.

Plans/Options under the Schemes	Rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)\$	NAV as on March 16, 2017 (₹ Per unit)
ICICI Prudential Balanced Advantage Fund		
Quarterly Dividend	0.20	11.89
Direct Plan - Quarterly Dividend	0.20	12.35
ICICI Prudential Equity Income Fund		
Quarterly Dividend	0.12	11.50
Direct Plan - Quarterly Dividend	0.12	11.64
ICICI Prudential Value Discovery Fund		
Dividend	3.10	34.17

\$ The dividend payout will be subject to the availability of distributable surplus and may be lower depending upon the extent of distributable surplus available on the record date under the respective Schemes.

* or the immediately following Business Day, if that day is a Non-Business Day.

It should be noted that pursuant to payment of dividend, the NAV of the dividend option of the respective Schemes 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 : March 18, 2017

Authorised Signatory

No. 018/03/2017

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.