



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 Equity Income Fund, ICICI Prudential Equity - Arbitrage Fund, ICICI Prudential Balanced Fund and ICICI Prudential Balanced Advantage Fund (the Schemes)

Notice is hereby given to all the Investors/Unit holders of the Schemes that July 15, 2016* has been approved as the record date for declaration of following dividend under the dividend plans/options 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 plans/options 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 July 07, 2016 (₹ Per unit)
ICICI Prudential Equity Income Fund \$		
Monthly Dividend	0.04	10.55
Direct Plan - Monthly Dividend	0.04	10.71
ICICI Prudential Equity - Arbitrage Fund @		
Dividend	0.0407	13.7589
ICICI Prudential Balanced Fund \$		
Monthly Dividend	0.12	22.85
Direct Plan - Monthly Dividend	0.12	26.48
ICICI Prudential Balanced Advantage Fund \$		
Direct Plan - Monthly Dividend	0.12	14.29

\$ 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.

@ The dividend amount payable will be dividend per unit as mentioned above or the entire distributable surplus to the extent of NAV movement since previous record date, available as on record date.

* 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 plans/dividend options 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 : July 09, 2016

Authorised Signatory

No. 008/07/2016

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.