



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

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

Corporate Office: 3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (E), Mumbai - 400051.

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Notice-cum-Addendum to the Scheme Information Document (SID)/ Key Information Memorandum (KIM) of ICICI Prudential Blended Plan - Plan B (the Scheme)

Notice-cum-addendum is hereby given that the Trustee of ICICI Prudential Mutual Fund (the Fund) has approved the following change under the Scheme with effect from November 17, 2014.

Exit load:

- i) if units purchased or switched in from another Scheme of the Fund are redeemed or switched out within 6 months from the date of allotment - 0.50 % of the applicable Net Asset Value (NAV);
- ii) if units purchased or switched in from another Scheme of the Fund are redeemed or switched out after 6 months from the date of allotment - Nil.

The revision in exit load shall be applicable on a prospective basis to all the transactions including Systematic Investment Plan and Systematic Transfer Plan where registrations/enrolments have been done on or after the effective date.

Investors are requested to take a note of the above change.

All the other provisions of the SID/KIM except as specifically modified herein above remain unchanged.

This Notice-cum-Addendum forms an integral part of the SID/KIM of the Scheme, as amended from time to time.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Date : November 11, 2014

No. 009/11/2014

Sd/-

Authorised Signatory

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.