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**Notice to the Investors/Unit holders of ICICI Prudential Balanced Advantage Fund (the Scheme)**

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved September 19, 2014 as the record date for declaration of dividend under the dividend option of the plans under the Scheme. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unitholders of the Scheme, at the close of business hours on September 19, 2014, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Plans/Options under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)	NAV as on September 11, 2014 (₹ Per unit)
Direct Plan - Dividend	1.50	18.98
Regular Plan - Dividend	1.50	16.94

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 the plans/dividend options of the Scheme on September 19, 2014.

**It should be noted that pursuant to payment of dividend, the NAV of the plans/dividend 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 : September 13, 2014

**Authorised Signatory**

No. 017/09/2014

**CALL MTNL/BSNL: 1800 222 999 • Others : 1800 200 6666 • Or, apply online at [www.icicipruamc.com](http://www.icicipruamc.com)**

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