



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

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

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Notice to the Investors/Unit holders of ICICI Prudential Fixed Maturity Plan - Series 69 - 433 Days Plan E (the Scheme)

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved October 20, 2014 as the record date for declaration of dividend under the dividend option of 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 October 20, 2014, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Plan/Option under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)#	NAV as on October 13, 2014 (₹ Per unit)
Regular Plan - Dividend	0.05	11.1834

Subject to deduction of applicable dividend distribution tax.

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 dividend option of the Scheme on October 20, 2014.

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

Suspension of trading of units of the Scheme:

The units of the Scheme is listed on BSE Limited (BSE). The trading of units of the Scheme stands suspended on BSE effective close of trading hours on October 14, 2014. The record date for determining the eligible unitholders/beneficial owners who would be entitled for the redemption proceeds if applicable, shall be October 20, 2014.

Investors are requested to take a note of the above.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Date : October 14, 2014

No. 016/10/2014

Sd/-

Authorised Signatory

"BSE Disclaimer: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Scheme Information Document (SID) has been cleared or approved by BSE nor does it certify the correctness or completeness of any of the contents of the SID. The investors are advised to refer to the SID for the full text of the Disclaimer clause of the BSE".

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.