

ICICI Prudential Mutual Fund

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Notice to the Investors/Unit holders of ICICI Prudential Banking and Financial Services Fund and ICICI Prudential Technology Fund (the Schemes)

Notice is hereby given to all the investors/unitholders of the Schemes that the Trustee has approved February 21, 2014 as the record date for declaration of dividend under the dividend option of the plans under the Schemes. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unitholders of the Schemes, at the close of business hours on February 21, 2014, subject to availability of distributable surplus under the Schemes, at the recommended rate as mentioned below:

Plans/Options under the Schemes	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)	NAV as on February 13, 2014 (₹ Per unit)
ICICI Prudential Banking and Financial Services Fund		
Regular Plan - Dividend	1.00	17.54
ICICI Prudential Technology Fund		
Regular Plan - Dividend	2.00	29.16

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 dividend plans/options of the Schemes on February 21, 2014.

It should be noted that pursuant to payment of dividend, the NAV of the dividend options of the aforesaid plans under the 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

Date : February 15, 2014

Sd/-

Authorised Signatory

No. 013/02/2014

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.