



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.
Tel: 022 2642 8000 Fax: 022 2655 4165, website: www.icicipruamc.com,
email id: enquiry@icicipruamc.com
Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway,
Goregaon (E), Mumbai - 400063. Tel: 022 2685 2000 Fax: 022 26868313

Notice to the Investors/Unit holders of ICICI Prudential Equity - Arbitrage Fund, ICICI Prudential Blended Plan - Plan A, ICICI Prudential Banking and Financial Services Fund, ICICI Prudential Technology Fund and ICICI Prudential Multiple Yield Fund - Series 6 - 1100 Days - Plan A (the Schemes)

Notice is hereby given to all the investors/unitholders of the Schemes that the Trustee has approved February 27, 2015 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 27, 2015 and subject to availability of distributable surplus under the Schemes, at the recommended rates as mentioned below.

Plans/Options under the Schemes	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)	NAV as on February 19, 2015 (₹ Per unit)
ICICI Prudential Equity - Arbitrage Fund@		
Regular Plan - Dividend	0.0587	13.7644
ICICI Prudential Blended Plan - Plan A@		
Direct Plan - Dividend	0.0617	13.5565
Regular Plan - Dividend	0.0582	13.5120
ICICI Prudential Banking and Financial Services Fund		
Direct Dividend	1.00	38.28
Regular Dividend	3.00	32.22
ICICI Prudential Technology Fund		
Regular Plan - Dividend	3.00	37.06
Plan/Option under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)#	NAV as on February 18, 2015 (₹ Per unit)
ICICI Prudential Multiple Yield Fund - Series 6 - 1100 Days - Plan A		
Regular Plan - Dividend	0.05	11.1611

Subject to deduction of applicable dividend distribution tax.

@ 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.

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 Schemes on February 27, 2015.

It should be noted that pursuant to payment of dividend, the NAV of the plans/dividend options of 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 21, 2015

No. 022/02/2015

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.