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Notice to the Investors/Unit holders of ICICI Prudential Balanced Advantage Fund and ICICI Prudential Focused Bluechip Equity Fund (the Schemes)

Notice is hereby given to all the investors/unitholders of the Schemes that the Trustee has approved January 16, 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 January 16, 2015, 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 January 08, 2015 (₹ Per unit)
ICICI Prudential Balanced Advantage Fund		
Regular Plan - Monthly Dividend	0.08	13.51
Direct Plan - Monthly Dividend	0.08	13.74
ICICI Prudential Focused Bluechip Equity Fund		
Regular Plan - Dividend	2.25	23.55
Direct Plan - Dividend	2.25	27.52

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 January 16, 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 : January 10, 2015

No. 012/01/2015

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.