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Notice to the Investors/Unit holders of ICICI Prudential Long Term Plan and ICICI Prudential Ultra Short Term Plan (the Schemes)

Notice is hereby given to all the investors/unitholders of the Schemes that the Trustee has approved July 24, 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 July 24, 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 July 17, 2014 (₹ Per unit)
ICICI Prudential Long Term Plan		
Retail - Quarterly Dividend	0.4834	11.3550
Direct Plan - Quarterly Dividend	0.4884	11.4345
Regular Plan - Quarterly Dividend	0.4783	11.2093
ICICI Prudential Ultra Short Term Plan		
Direct Plan - Quarterly Dividend	0.0005	10.7975
Regular Plan - Quarterly Dividend	0.2147	10.5894
Retail Quarterly Dividend	0.2148	10.5963

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 plans/dividend options of the Schemes on July 24, 2014.

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 : July 18, 2014

No. 013/07/2014

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.