

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 Multiple Yield Fund - Plan D and ICICI Prudential Value Fund - Series 3 (the Schemes)

Notice is hereby given to all the investors/unitholders of the Schemes that the Trustee has approved September 12, 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 September 12, 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 September 04, 2014 (₹ Per unit)
ICICI Prudential Multiple Yield Fund - Plan D#		
Dividend	0.05	12.2763
ICICI Prudential Value Fund - Series 3		
Direct Plan - Dividend	0.75	14.27
Regular Plan - Dividend	0.75	14.19

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 plans/ dividend options of the Schemes on September 12, 2014.

Suspension of trading of units of ICICI Prudential Multiple Yield Fund - Plan D (MYF – Plan D)

Investors may note that in view of MYF - Plan D maturing on September 12, 2014, the Scheme stands suspended on National Stock Exchange of India Limited (NSE) from the close of trading hours on September 09, 2014. The record date for determining the eligible unitholders/beneficial owners who would be entitled for the redemption proceeds shall be September 12, 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

Sd/-

Date : September 06, 2014

Authorised Signatory

“NSE Disclaimer for MYF - Plan D: It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the Scheme Information Document (SID) has been cleared or approved by NSE 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 NSE”.

No. 008/09/2014

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.