

ICICI Prudential Mutual Fund

3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg,

Bandra (East), Mumbai - 400 051.

Tel: (022) 26428000, Fax: (022) 2655 4165.



Notice to the Investors/Unit holders of ICICI Prudential Equity - Arbitrage Fund, ICICI Prudential Blended Plan - Plan A and ICICI Prudential Balanced Advantage Fund (the Schemes)

Notice is hereby given to all investors/unitholders of the Schemes that the Trustee has approved January 31, 2014 as the record date for declaration of dividend under the dividend option under the plans of the Schemes. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unit holders of the Schemes, at the close of business hours on January 31, 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 January 23, 2014 (₹ Per unit)
ICICI Prudential Equity - Arbitrage Fund@		
Direct Plan - Dividend	0.1019	13.8603
Regular Plan - Dividend	0.0968	13.8025
ICICI Prudential Blended Plan - Plan A@		
Direct Plan - Dividend	0.0994	13.5942
Regular Plan - Dividend	0.0946	13.5484
ICICI Prudential Balanced Advantage Fund		
Direct Plan - Monthly Dividend	0.06	11.32
Regular Plan - Monthly Dividend	0.06	11.23

@ 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 dividend plans/options of the Schemes on January 31, 2014.

It should be noted that pursuant to payment of dividend, the NAV of the dividend plans/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 25, 2014

No. 019/01/2014

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.