

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 Fixed Maturity Plan - Series 69 - 366 Days Plan A (the Scheme)

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved August 07, 2014 as the record date for declaration of dividend under the dividend option of the plans under the Scheme. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unitholders of the Scheme, at the close of business hours on August 07, 2014, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Plans/Options under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)#	NAV as on July 31, 2014 (₹ Per unit)
ICICI Prudential Fixed Maturity Plan - Series 69 - 366 Days Plan A		
Direct Plan - Dividend	Entire distributable surplus as on record date	10.9881
Regular Plan - Dividend	Entire distributable surplus as on record date	10.9813

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 option of the Scheme on August 07, 2014.

Suspension of trading of units of the Scheme:

Investors may note that the Scheme stands suspended on BSE Limited (BSE) from the close of trading hours on August 04, 2014. The record date for determining the eligible unitholders/beneficial owners who would be entitled for the redemption proceeds if applicable, shall be August 07, 2014.

It should be noted that pursuant to payment of dividend, the NAV of the plans/dividend option of the Scheme 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 : August 01, 2014

Authorised Signatory

No. 003/07/2014

CALL MTNL/BSNL: 1800 222 999 • Others : 1800 200 6666 • Or, apply online at www.icicipruamc.com

"BSE Disclaimer: It is to be distinctly understood that the permission given by BSE should not in any way be deemed or construed that the Scheme Information Document (SID) has been cleared or approved by BSE 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 BSE".

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.