

ICICI Prudential Mutual Fund

3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg,
Bandra (East), Mumbai - 400 051.

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

Notice is hereby given to all investors/unit holders of the Schemes that the Trustee has approved October 24, 2013 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/unit holders of the Schemes, at the close of business hours on October 24, 2013, 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 October 17, 2013 (₹ Per unit)
ICICI Prudential Ultra Short Term Plan		
Direct Plan - Quarterly Dividend	0.2048	10.4552
Regular Plan - Quarterly Dividend	0.05	10.3601
Retail Quarterly Dividend	0.2065	10.5231
Premium Quarterly Dividend	0.2063	10.5156
ICICI Prudential Long Term Plan		
Direct Plan - Quarterly Dividend	0.216	10.9890
Regular Plan - Quarterly Dividend	0.2117	10.7732
Retail - Quarterly Dividend	0.2149	10.9187
Premium - Quarterly Dividend	0.2163	10.9982

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 dividend plans/options of the Schemes on October 24, 2013.

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 : October 18, 2013

No. 014/10/2013

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.