

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 Regular Savings Fund, ICICI Prudential Equity - Arbitrage Fund, ICICI Prudential Blended - Plan A, ICICI Prudential Equity - Volatility Advantage Fund and ICICI Prudential Balanced Fund (the Schemes)

Notice is hereby given to all investors/unit holders of the Schemes that the Trustee has approved September 27, 2013 as the record date for declaration of dividend under the dividend plans/options 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 September 27, 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 September 19, 2013 (₹ Per unit)
ICICI Prudential Regular Savings Fund #		
Direct Plan - Half Yearly Dividend	0.1092	10.5651
Regular Plan - Half Yearly Dividend	0.1063	10.2575
ICICI Prudential Equity - Arbitrage Fund		
Direct Plan - Dividend	0.07	13.68
Regular Plan - Dividend	0.07	13.63
ICICI Prudential Blended - Plan A		
Direct Plan - Dividend	0.07	13.4145
Regular Plan - Dividend	0.07	13.3815
ICICI Prudential Equity - Volatility Advantage Fund		
Regular Plan - Dividend	1.30	14.01
ICICI Prudential Balanced Fund		
Regular Plan - Dividend	1.50	17.28

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 September 27, 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

Sd/-

Date : September 21, 2013

Authorised Signatory

No. 009/09/2013

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.