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Notice for ICICI Prudential Fixed Maturity Plan - Series 69 - 433 Days Plan E (the Scheme).

This Product is suitable for investors who are seeking*:

- Medium term savings solution
- A Debt Fund that seeks to generate income by investing in a portfolio of fixed income securities/debt instruments maturing on or before the maturity of the Scheme.

*Investors should consult their financial advisers if in doubt about whether the product is suitable for them



LOW RISK
(BLUE)

Note - Risk may be represented as:



(BLUE) investors understand that their principal will be at low risk



(YELLOW) investors understand that their principal will be at medium risk



(BROWN) investors understand that their principal will be at high risk

NOTICE-CUM-ADDENDUM is hereby given to all the investors of the Scheme, in terms of enabling provisions of Regulation 33(4) of SEBI (Mutual Funds) Regulations, 1996, for rolling over (extension of maturity date) of the Scheme.

Pursuant to provision to Regulation 33(4) of SEBI (Mutual Funds) Regulations, 1996, it is proposed to roll over (extension of maturity date) the Scheme from October 20, 2014 (existing maturity date) to October 20, 2016 and the details and material terms of such roll over (extension of maturity date) are as follows:

- Purpose** - The purpose of the roll over (extension of maturity date) is to continue to benefit from the prevailing yields in the fixed income market taking into consideration the current economic and regulatory environment.
- Period** - 731 days. Accordingly, the revised maturity date of the Scheme will be October 20, 2016.
- Extended Maturity Date** - October 20, 2016 (or immediately following business day if the maturity date falls on a non-business day).
- Terms of roll over** (extension of maturity date) - Upon roll over of the Scheme, certain provisions of the Scheme stand modified. The existing and modified provisions are stated below:

S. No.	Particulars	Existing provisions	Modified provisions																																		
1.	Asset Allocation	<p>Under normal circumstances, the asset allocation of the Scheme will be as follows:</p> <table border="1"> <thead> <tr> <th rowspan="2">Instruments</th> <th colspan="2">Indicative allocations (% of total assets)</th> </tr> <tr> <th>Maximum</th> <th>Minimum</th> </tr> </thead> <tbody> <tr> <td>Debt Instrument including securitized debt</td> <td>100</td> <td>50</td> </tr> <tr> <td>Money Market instruments</td> <td>50</td> <td>0</td> </tr> </tbody> </table> <p>The Scheme will not have any exposure to derivatives. If the Scheme decides to invest in securitized debt (Single loan and/or Pool loan Securitised debt), it could be upto 25% of the corpus of the Scheme.</p> <p>The Scheme will have exposure in the following instruments:</p> <table border="1"> <thead> <tr> <th>Credit Rating</th> <th>AA</th> </tr> </thead> <tbody> <tr> <td>Instruments</td> <td></td> </tr> <tr> <td>NCDs</td> <td>100%</td> </tr> </tbody> </table> <p>The Scheme will not have any exposure to Securitised Debt.</p> <p>The tenure of the Scheme is 433 days from the date of the allotment of the units.</p> <ol style="list-style-type: none"> The Scheme shall endeavour to invest in instruments having credit rating as indicated above or higher. In case instruments/securities as indicated above are not available, taking into account risk - reward analysis of such instruments/securities, the Scheme may invest in Certificate of Deposits (CDs) of banks having highest ratings/CBLOs/Reverse Repo and Repo in Government Securities/Government Securities/T-Bills. All investment shall be made based on the rating prevalent at the time of investment. In case security is rated by more than one rating agency, the most conservative rating would be considered. The Scheme would not invest in unrated securities and derivatives. Post New Fund Offer period and towards the maturity of the Scheme, there may be higher allocation to cash and cash equivalent. In the event of any deviations from ceiling of credit ratings specified for any instrument, the same shall be rebalanced within 30 days from the date of the said deviation. Securities with rating AA shall include AA+ and AA-. Further, the allocation may vary during the tenure of the Scheme. Some of these instances are: (i) coupon inflow; (ii) the instrument is called or bought back by the issuer (iii) in anticipation of any adverse credit event. In case of such deviations, the Scheme may invest in Bank CDs of highest rating/CBLOs/Reverse Repo and Repo in Government Securities/Government Securities/T-Bills. <p>There would not be any variation from the intended portfolio allocation as stated in the launch Scheme Information Document/ Key Information Memorandum on the final allocation, except as specified in point nos. 1, 2, 5, 6 and 8.</p> <p>In the event of any deviation from the asset allocation stated above, the Fund Manager shall review and rebalance the portfolio within 30 days from the date of such deviation except in case where the deviation is on account of the conditions stated in point 1, 2 and 8 above.</p>	Instruments	Indicative allocations (% of total assets)		Maximum	Minimum	Debt Instrument including securitized debt	100	50	Money Market instruments	50	0	Credit Rating	AA	Instruments		NCDs	100%	<p>Under normal circumstances, the asset allocation of the Scheme will be as follows:</p> <table border="1"> <thead> <tr> <th rowspan="2">Instruments</th> <th colspan="2">Indicative allocations (% of total assets)</th> </tr> <tr> <th>Maximum</th> <th>Minimum</th> </tr> </thead> <tbody> <tr> <td>Debt Instrument including securitized debt</td> <td>100</td> <td>50</td> </tr> <tr> <td>Money Market instruments</td> <td>50</td> <td>0</td> </tr> </tbody> </table> <p>The Scheme will have exposure in the following instruments:</p> <table border="1"> <thead> <tr> <th>Credit Rating</th> <th>AA</th> </tr> </thead> <tbody> <tr> <td>Instruments</td> <td></td> </tr> <tr> <td>NCDs</td> <td>100%</td> </tr> </tbody> </table> <p>The tenure of the Scheme would be 731 days from the date of roll over and will mature on October 20, 2016. The Scheme will not have any exposure to Securitised Debt.</p> <ol style="list-style-type: none"> The Scheme shall endeavour to invest in instruments having credit rating as indicated above or higher. In case instruments/securities as indicated above, are not available or taking into account risk - reward analysis of instruments/securities, the Scheme may invest in Certificate of Deposits (CDs) having highest ratings/CBLOs/government securities/Reverse Repo and Repo in Government Securities/T-bills. All investment shall be made based on the rating prevalent at the time of investment. In case security is rated by more than one rating agency, the most conservative rating would be considered. In case of downgrades of a particular instrument, the Fund Manager shall endeavor to rebalance the portfolio on a best effort basis within 30 days, provided such a rebalancing is possible on risk reward analysis. The Scheme would not invest in unrated securities (except CBLOs/Reverse Repo and Repo in Government Securities/ Government Securities/T-bills) and derivatives. Post roll over and towards the revised maturity of the Scheme, there may be higher allocation to cash and cash equivalent. In the event of any deviations from the ceiling of credit ratings specified for any instrument, the same shall be rebalanced within 30 days from the date of the said deviation. Securities with rating AA shall include AA+ and AA-. Further, the allocation may vary during the tenure of the Scheme. Some of these instances are: (i) coupon inflow; (ii) the instrument is called or bought back by the issuer (iii) in anticipation of any adverse credit event. 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2.	Maturity Provision	The tenure of the Scheme will be 433 days from the date of allotment of units.	The tenure of the Scheme will be 731 days from the date of roll over and will mature on October 20, 2016.																																		
3.	Fund Manager	Mr. Manish Banthia	Mr. Rahul Goswami and Mr. Rohan Maru																																		

5. Other details of the Scheme:

The Net assets under management under the Scheme and the Net Asset Value (NAV) of different plans/options under the Scheme are as given below:

As on September 18, 2014

	AUM (in ₹)	NAV (₹ Per unit)
ICICI Prudential Fixed Maturity Plan - Series 69 - 433 Days Plan E - Regular Plan - Growth	27,684,725.00	11.1259
ICICI Prudential Fixed Maturity Plan - Series 69 - 433 Days Plan E - Regular Plan - Dividend	80,000.00	11.1259
ICICI Prudential Fixed Maturity Plan - Series 69 - 433 Days Plan E - Direct Plan - Growth	18,543,963.00	11.1491

The portfolio of the Scheme as on September 15, 2014 is also produced below for the information of the investor:

ICICI Prudential Fixed Maturity Plan - Series 69 - 433 Days Plan E

Company/Issuer/ Instrument Name	Coupon	Industry/ Rating	Quantity	Exposure/ Market Value (₹ Lakh)	% to NAV
Non-Convertible debentures/Bonds				3,439.61	66.75%
Power Finance Corporation Ltd.	8.85	CRISIL AAA	95	949.43	18.42%
NABARD	9.655	CRISIL AAA	65	650.01	12.61%
LIC Housing Finance Ltd.	9.8	CRISIL AAA	64	640.30	12.43%
IDFC Ltd.	9.64	ICRA AAA	50	500.18	9.71%
Rural Electrification Corporation Ltd.	8.84	CRISIL AAA	50	499.70	9.70%
HDFC Ltd.	9.8	CRISIL AAA	20	199.99	3.88%
Treasury Bills				1,170.75	22.72%
91 Days Treasury Bills		SOV	1,175,000	1,170.75	22.72%
CBLO				327.04	6.35%
Other Current Assets				215.82	4.19%
Total Net Assets				5,153.22	100.00%

All the other provisions of the Scheme Information Document (SID)/Key Information Memorandum (KIM)/addenda except as specifically modified herein above remain unchanged.

As an investor of the Scheme, you may choose to indicate your consent in the approval slip available on our website viz. www.icicipruamc.com. The approval slip can be submitted either at the nearest branch of ICICI Prudential Asset Management Company Ltd. or at any of the service locations of Computer Age Management Services Private Limited. Alternatively, you may also provide your consent to roll over by writing to us at trxn@icicipruamc.com through your email id registered with us. In case you do not consent to the said changes, your investment under the Scheme shall be redeemed at applicable NAV on the existing maturity date. If the units are held in dematerialized form, investors are requested to contact their Depository Participant.

The cut-off time to submit the approval slip or send the consent mail for the rollover is 6 p.m. on the existing maturity date. Any request received after 6 p.m. will not be processed. Please note that the approval slip or the mail should have Investor's name, folio number and the Scheme name, failing which the roll over request may not be accepted.

This Notice-cum-Addendum forms an integral part of the SID/KIM/addenda of the Scheme of ICICI Prudential Mutual Fund, as amended from time to time.

For ICICI Prudential Asset Management Company Limited

Place : Mumbai

Date : October 09, 2014

No. 010/10/2014

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.