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**Notice to the Investors/Unit holders of ICICI Prudential Equity Income Fund and ICICI Prudential Balanced Advantage Fund (the Schemes)**

Notice is hereby given to all the investors/unit holders of the Schemes that March 01, 2018\* has been approved as the record date for declaration of the following dividend under the Schemes. Accordingly, dividend will be paid to all the unit holders/beneficial owners whose names appear in the register of unit holders/Statement of beneficial owners maintained by the Depositories, as applicable under the dividend option of the Schemes, at the close of business hours on the record date.

| Plans/Options under the Schemes   | Rate of dividend<br>(₹ Per unit)<br>(Face value of<br>₹10/- each) \$ | NAV as on<br>February 22, 2018<br>(₹ Per unit) |
|---|--|--|
| ICICI Prudential Equity Income Fund - Direct Plan - Monthly Dividend      | 0.15   | 12.47  |
| ICICI Prudential Balanced Advantage Fund - Direct Plan - Monthly Dividend | 0.25   | 15.76  |

\$ The dividend payout will be subject to the availability of distributable surplus and may be lower depending upon the extent of distributable surplus available on the record date under the respective Schemes.

\* or the immediately following Business Day, if that day is a Non-Business Day.

**It should be noted that pursuant to payment of dividend, the NAV of the dividend option of the respective 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 : February 23, 2018

**Authorised Signatory**

No. 019/02/2018

**CALL MTNL/BSNL: 1800 222 999 • Others : 1800 200 6666 • Or, apply online at [www.icicipruamc.com](http://www.icicipruamc.com)**

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