

ICICI Prudential Asset Management Company Limited

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001.

Corporate Identity Number: U99999DL1993PLC054135

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Notice-cum-Addendum to the Scheme Information Document (SID)/ Key Information Memorandum (KIM) of ICICI Prudential Equity Savings Fund - Series 1 (the Scheme)

Investors are requested to note the following change in the SID and KIM of the Scheme, with effect from April 11, 2014:

Introduction of Dividend Transfer Plan (DTP):

Investors may note that DTP will be available under the Scheme whereby if the investor opts for this facility, the dividend declared will be automatically invested into any open-ended scheme (Target Scheme) of ICICI Prudential Mutual Fund. The amount to the extent of distribution will be automatically invested on the ex-dividend date into the Target Scheme selected by the investor, at the applicable NAV of that scheme.

The provision of "Minimum Application Amount" specified in the SID of the respective Target Scheme will not be applicable for DTP facility.

All the other provisions of the SID/KIM except as specifically modified herein above remain unchanged.

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

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Date : April 09, 2014

No. 008/04/2014

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.