A ICICI PRUDENTIAL *** MUTUAL FUND -TARAKKI KAREIN!

ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001. Corporate Office: 3rd Floor, Hallmark Business Plaza, Sant Dvaneshwar Marg, Bandra (E), Mumbai - 400051. Tel: 022 2642 8000 Fax: 022 2655 4165, website: www.icicipruamc.com.

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Notice to the Investors/Unit holders of ICICI Prudential Multiple Yield Fund -Series 5 - 1100 Days - Plan B (the Scheme)

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved June 05, 2014 as the record date for declaration of dividend under the dividend option of the Scheme. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unitholders of the Scheme. at the close of business hours on June 05, 2014, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Option under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)#	NAV as on May 29, 2014 (₹ Per unit)
Direct Plan - Dividend	0.05	10.8754
Regular Plan - Dividend	0.05	10.7799

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 dividend option of the Scheme on June 05, 2014.

It should be noted that pursuant to payment of dividend, the NAV of the dividend option of the Scheme 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: May 30, 2014 **Authorised Signatory**

No. 022/05/2014

Sd/-

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.