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Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (E), Mumbai - 400063. Tel: 022 2685 2000 Fax: 022 26868313

Notice for ICICI Prudential Fixed Maturity Plan - Series 70 - 369 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 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** - 736 days. Accordingly, the revised maturity date of the Scheme will be September 20, 2016.
- Extended Maturity Date** - September 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>Money Market instruments</td> <td>100</td> <td>60</td> </tr> <tr> <td>Debt Instrument including securitized debt</td> <td>40</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. The Scheme will have exposure in the following instruments:</p> <table border="1"> <thead> <tr> <th rowspan="2">Instruments</th> <th colspan="2">Credit Rating</th> </tr> <tr> <th>A1</th> <th>AA</th> </tr> </thead> <tbody> <tr> <td>CDs</td> <td>10-15%</td> <td>-</td> </tr> <tr> <td>CPs</td> <td>45-50%</td> <td>-</td> </tr> <tr> <td>NCDs</td> <td>-</td> <td>35-40%</td> </tr> </tbody> </table> <p>The Scheme will not have any exposure to Securitised Debt. The tenure of the Scheme is 369 days from the date of the allotment.</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 (except CBLOs/Reverse Repo and Repo in Government Securities/ Government Securities/T-bills) 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 floor and 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 A1 and AA shall include A1+ and A1- and AA+ and AA- respectively. 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	Money Market instruments	100	60	Debt Instrument including securitized debt	40	0	Instruments	Credit Rating		A1	AA	CDs	10-15%	-	CPs	45-50%	-	NCDs	-	35-40%	<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 rowspan="2">Instruments</th> <th colspan="2">Credit Rating</th> </tr> <tr> <th>AA</th> <th></th> </tr> </thead> <tbody> <tr> <td>NCDs</td> <td>100%</td> <td></td> </tr> </tbody> </table> <p>The tenure of the Scheme would be 736 days and will mature on September 20, 2016.</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 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. In case of such deviations, the Scheme may invest in CDs of highest rating/CBLOs/government securities/Reverse Repo and Repo in Government Securities/T-Bills. <p>There would not be any variation from the intended portfolio allocation as stated above, except as specified in point nos. 1, 2, 3, 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, 3 and 8 above.</p>	Instruments	Indicative allocations (% of total assets)		Maximum	Minimum	Debt Instrument including securitized debt	100	50	Money Market instruments	50	0	Instruments	Credit Rating		AA		NCDs	100%	
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2.	Maturity Provision	The tenure of the Scheme will be 369 days from the date of allotment.	The tenure of the Scheme will be 736 days and will mature on September 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 August 19, 2014

	AUM (in ₹)	NAV (₹ Per unit)
ICICI Prudential Fixed Maturity Plan - Series 70 - 369 Days Plan E - Regular Plan - Growth	5,34,387,396.4	10.9539
ICICI Prudential Fixed Maturity Plan - Series 70 - 369 Days Plan E - Regular Plan - Dividend	9,80,375.76	10.9539
ICICI Prudential Fixed Maturity Plan - Series 70 - 369 Days Plan E - Direct Plan - Growth	2,08,766,901.1	10.9795
ICICI Prudential Fixed Maturity Plan - Series 70 - 369 Days Plan E - Direct Plan - Dividend	10,979.52	10.9795

The portfolio of the Scheme as on August 14, 2014 is also produced below for the information of the investor:

ICICI Prudential Fixed Maturity Plan - Series 70 - 369 Days Plan E

Company/Issuer/ Instrument Name	Coupon	Industry/ Rating	Quantity	Exposure/ Market Value (₹ Lakh)	% to Nav
Non-Convertible debentures/Bonds				2,240.14	30.14%
HDFC Ltd.	9.65	CRISIL AAA	135	1,350.01	18.16%
LIC Housing Finance Ltd.	9.75	CRISIL AAA	51	510.03	6.86%
Mahindra & Mahindra Financial Services Ltd.	10.1	CRISIL AA+	20	200.02	2.69%
Tata Capital Financial Services Ltd.	10.14	CARE AA+	18	180.08	2.42%
CPs and CDs				4,962.33	66.76%
Axis Bank Ltd.		CRISIL A1+	2000	1,985.64	26.72%
United Bank Of India		ICRA A2+	2000	1,983.77	26.69%
Oriental Bank Of Commerce		CRISIL A1+	950	943.24	12.69%
Oriental Bank Of Commerce		CRISIL A1+	50	49.68	0.67%
CBLO				1,498.36	20.16%
Other Current Assets				-1,268.30	-17.06%
Total Net Assets				7,432.53	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 3 p.m. on the maturity date. Any request received after 3 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 : September 01, 2014

No. 001/09/2014

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.