

ICICI Prudential Mutual Fund

3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (East),
Mumbai - 400 051, Tel: (022) 26428000, Fax: (022) 2655 4165.

NOTICE TO THE INVESTORS/UNITHOLDERS OF ICICI Prudential Banking & PSU Debt Fund and ICICI Prudential Multiple Yield Fund - Plan B (the Schemes)

NOTICE is hereby given to all investors/unit holders of the Schemes that the Trustees have approved July 20, 2012 as the record date for declaration of dividend under the dividend option of the Schemes. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unit holders of the Schemes, at the close of business hours on July 20, 2012, subject to availability of distributable surplus under the Schemes, at the recommended rate as mentioned below:

Options under the Schemes	Recommended rate of dividend (₹ per unit) (Face value of ₹ 10/- each)^{#\$\$@}	NAV as on July 12, 2012 (₹ per unit)
ICICI Prudential Banking & PSU Debt Fund		
Retail Quarterly Dividend	0.6056	10.6056
ICICI Prudential Multiple Yield Fund - Plan B		
Dividend	0.7501	10.8244

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 Schemes on July 20, 2012.

@ The dividend amount payable will be dividend per unit as mentioned above or the entire distributable surplus to the extent of NAV movement, available as on record date.

It should be noted that pursuant to payment of dividend, the NAV of the dividend option of the Schemes would fall to the extent of dividend payment 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 : July 13, 2012

Authorised Signatory

No. 008/07/2012

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.