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Corporate Office: 3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (E), Mumbai - 400051.

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Notice-cum-Addendum to the Statement of Additional Information (the SAI) of ICICI Prudential Mutual Fund (the Fund)

NOTICE is hereby given that the following provisions would be updated in the SAI

ICICI Prudential Asset Management Company Limited (the AMC) during the course of serving the investor(s), collects personal information from investors that may be sensitive in nature. The AMC recognize the importance of securing such personal sensitive information and with an endeavor to protect the same, have established policies and procedures.

All the personal information collected and received either in physical mode or in electronic mode, shall be governed by the Privacy Policy available on website of the AMC i.e. www.icicipruamc.com (the website).

By subscribing/investing into the unit(s) of the schemes of the Fund online or otherwise, the investors are deemed to have consented for the usage of the personal information in accordance with the Privacy Policy.

The Personal Information collected by the AMC in physical and electronic including online may be converted and stored in an electronic form by the AMC and/or Registrar and Transfer Agent(s) of the Fund (the RTAs) at their sole discretion for the purposes mentioned in the Privacy Policy.

Investor (s) are to note that the personal information which AMC and/or its Registrar collect may include information that is of a confidential nature (all such information being "Personal Information"). Personal Information shall mean and include any information that relates to a natural person, which, either directly or indirectly, is capable of identifying such person. The type of Personal Information collected from the investor shall include the Investor's full name, address, telephone number, e-mail address and any other information as defined in Rule 3 of the Information Technology (Reasonable security practices and procedures and sensitive personal data or information) Rules, 2011, as may be required by AMC and/or the RTAs from time to time in order to provide services to the Investors.

The Personal Information of the Investors may be shared with third parties as more specifically detailed in the Privacy Policy from time to time. Notwithstanding anything contained in the Privacy Policy, the AMC may also share the Investors' Personal Information with any governmental authority including but not limited to the Reserve Bank of India or the Securities and Exchange Board of India, to the extent required by such governmental authority, without the Investors' consent. For any further information the investor is requested to please refer to the Privacy Policy displayed on the website.

All the other provisions of the SAI/Scheme Information Document (SID)/Key Information Memorandum (KIM) except as specifically modified herein above remain unchanged.

This Notice-cum-Addendum forms an integral part of the SAI, as amended from time to time.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai
Date : July 18, 2014

Sd/-
Authorised Signatory

No. 014/07/2014

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.