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Notice to the Investors/Unit holders of ICICI Prudential Value Fund – Series 2 (the Scheme)

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved August 22, 2014 as the record date for declaration of dividend under the dividend option of the plans under 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 August 22, 2014, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Plans/Options under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)	NAV as on August 13, 2014 (₹ Per unit)
Direct Plan - Dividend	0.85	13.78
Regular Plan - Dividend	0.85	13.66

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 plans/dividend options of the Scheme on August 22, 2014.

It should be noted that pursuant to payment of dividend, the NAV of the plans/dividend options 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 : August 16, 2014

No. 017/08/2014

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.