

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-cum-Addendum to the Scheme Information Document/Key Information Memorandum of Schemes of ICICI Prudential Mutual Fund

I. Introduction of Direct Plan for Investments in Schemes of ICICI Prudential Mutual Fund

NOTICE hereby given that in accordance with Para D titled "Separate Option for direct investments" under Circular no. CIR/IMD/DF/21/2012 dated September 13, 2012 issued by Securities and Exchange Board of India (SEBI), ICICI Prudential Trust Limited, Trustee to ICICI Prudential Mutual Fund ("the Fund"), have approved introduction of a separate plan for direct investments (hereinafter referred to as "Direct Plan") with effect from **January 1, 2013 ("Effective Date")**. The provisions dealing with the same are as under:

- Introduction of Direct Plan:** Direct Plan is only for investors who purchase /subscribe Units in a Scheme directly with the Fund in accordance with the provisions of this Notice-cum-Addendum.
- Scheme eligibility:** Direct Plan shall be introduced in the following schemes (hereinafter collectively referred to as "the Schemes") of the Fund:
 - all open-ended schemes of the Fund except (i) Exchange Traded Funds (viz. SENSEX Prudential ICICI Exchange Traded Fund (SPICE) and ICICI Prudential Gold Exchange Traded Fund) and (ii) Plans discontinued for further subscriptions;
 - New Fund Offer of close-ended schemes of the Fund launched on or after the Effective Date; and
 - Interval Schemes (commencing from the first day of the Specified Transaction Period immediately succeeding the Effective Date).
- Plans / Options / Sub-options:** All Plans/ Options / Sub-Options offered under the Schemes ("Existing Plan") will also be available for subscription under the Direct Plan. Portfolio of the Scheme under the Existing Plan and Direct Plan will be common.
Thus, investors subscribing under Direct Plan of any of the Schemes of the Fund will have to indicate the Scheme / Plan name in the application form as "**ICICI Prudential <scheme name> - Direct Plan**". If the Purchase/ Switch application does not specifically state the details of the plan then the same shall be processed under the Direct Plan if no distributor code is mentioned in the application. Otherwise it shall be processed under the Existing Plan.
- Scheme characteristics:** Scheme characteristics such as Investment Objective, Asset Allocation Pattern, Investment Strategy, risk factors, facilities offered and terms and conditions including load structure will be the same for the Existing Plan and the Direct Plan except that:
 - Switch of investments from Existing Plan (whether the investments were made before or after the Effective Date) to Direct Plan of the same Scheme shall be subject to applicable exit load, if any, in case the transaction under Existing Plan has been received under distributor code. However, no exit load shall be levied in case of switches from Existing Plan to Direct Plan of the same Scheme, if the transaction was received without broker code in the Existing Plan.
 - No exit load shall be levied in case of switches from Direct Plan to Existing Plan of the same Scheme.
 - Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc and no commission for distribution of Units will be paid / charged under Direct Plan.
- Applicable NAV and allotment of units:**
 - The starting NAV for the Direct Plan will be at the same NAV as that of Existing Plan on the day of first purchase transaction received in Direct Plan.
 - Liquid Scheme(s):** Units shall be allotted for valid applications received before cut-off time (subject to provisions on realization of funds) on January 1, 2013 (or any other day on which first purchase transaction is received) under Direct Plan(s) at the Net Asset Value (NAV) of December 31, 2012 (or a day before the day on which first purchase transaction is received) of corresponding option(s) under Existing Plan(s). Thereafter, separate NAVs will be calculated and published for Direct Plan w.e.f. January 1, 2013 (or any other day on which first purchase transaction is received).
 - Non-Liquid Scheme(s):** Units shall be allotted for valid applications received before cut-off time (subject to provisions on realization of funds, where applicable) on January 1, 2013 (or any other day on which first purchase transaction is received) under Direct Plan(s) at the Net Asset Value (NAV) of January 1, 2013 (or any other day on which first purchase transaction is received) of corresponding option(s) under Existing Plan(s). Thereafter, separate NAVs will be calculated and published for option(s) under Direct Plan(s) w.e.f. January 2, 2013 (or a day after the day on which first purchase transaction is received).
 - Where application is received without any Distributor Code in the Existing Plan **before cut-off time** on December 31, 2012, but the Applicable NAV based on realization of funds is on or after the Effective Date e.g. January 2, 2013, the Units will be allotted under Existing Plan and not under Direct Plan.
 - Where application is received without any Distributor Code in the Existing Plan **after cut-off time** on December 31, 2012, the same shall be deemed to have been received on the next Business Day and hence the Units will automatically be allotted under the Direct Plan at applicable NAV.
- Investments through systematic routes:**
In case of registration requests for Systematic Investment Plan (SIP)/ Systematic Transfer Plan (STP)/ Dividend Transfer Plans (DTP), are received on or after the Effective Date without any distributor code, the same shall be by default registered under the "Direct Plan". Similarly, in case of existing SIP/ STP/ DTP registrations without distributor code, all future installments after the Effective Date shall be processed under the Direct Plan.
- Redemption requests:** Where Units under a Scheme are held under both Existing and Direct Plans, the investor must clearly state the Plan in which the redemption/switch request has to be processed, failing which the request will be processed under the Existing Plan. However, where Units under the requested Option are held only under one Plan, the request would be processed under such Plan.
- Renaming of Existing Plans:** The Existing Plans under the Schemes will henceforth be referred as "Regular Plan". Consequently, there will be two plans available under each Scheme, viz. Direct Plan and Regular Plan. Investors are requested to refer our website (i.e. www.icicipruamc.com) for details of the scheme names.
- Tax consequences:** Switch / redemption may entail tax consequences. Investors should consult their professional tax advisor before initiating such requests.

II. Renaming of discontinued plan

Following Plans, which are discontinued for further subscriptions, are renamed as detailed below.

Existing name	New Name
ICICI Prudential Flexible Income Plan Regular Daily Dividend	ICICI Prudential Flexible Income Plan Retail Daily Dividend
ICICI Prudential Flexible Income Plan Regular Daily Dividend Payout	ICICI Prudential Flexible Income Plan Retail Daily Dividend Payout
ICICI Prudential Flexible Income Plan Regular Growth	ICICI Prudential Flexible Income Plan Retail Growth
ICICI Prudential Flexible Income Plan Regular Weekly Dividend	ICICI Prudential Flexible Income Plan Retail Weekly Dividend
ICICI Prudential Flexible Income Plan Regular Weekly Dividend Payout	ICICI Prudential Flexible Income Plan Retail Weekly Dividend Payout
ICICI Prudential Long Term Plan Regular - Annual Dividend	ICICI Prudential Long Term Plan Retail - Annual Dividend
ICICI Prudential Long Term Plan Regular - Annual Dividend Payout	ICICI Prudential Long Term Plan Retail - Annual Dividend Payout
ICICI Prudential Long Term Plan Regular - Cumulative	ICICI Prudential Long Term Plan Retail - Cumulative
ICICI Prudential Long Term Plan Regular - Quarterly Dividend	ICICI Prudential Long Term Plan Retail - Quarterly Dividend
ICICI Prudential Long Term Plan Regular - Quarterly Dividend Payout	ICICI Prudential Long Term Plan Retail - Quarterly Dividend Payout
ICICI Prudential Ultra Short Term Plan Regular Daily Dividend	ICICI Prudential Ultra Short Term Plan Retail Daily Dividend
ICICI Prudential Ultra Short Term Plan Regular Fortnightly Dividend	ICICI Prudential Ultra Short Term Plan Retail Fortnightly Dividend
ICICI Prudential Ultra Short Term Plan Regular Fortnightly Dividend Payout	ICICI Prudential Ultra Short Term Plan Retail Fortnightly Dividend Payout
ICICI Prudential Ultra Short Term Plan Regular Growth	ICICI Prudential Ultra Short Term Plan Retail Growth
ICICI Prudential Ultra Short Term Plan Regular Monthly Dividend	ICICI Prudential Ultra Short Term Plan Retail Monthly Dividend
ICICI Prudential Ultra Short Term Plan Regular Monthly Dividend Payout	ICICI Prudential Ultra Short Term Plan Retail Monthly Dividend Payout
ICICI Prudential Ultra Short Term Plan Regular Quarterly Dividend	ICICI Prudential Ultra Short Term Plan Retail Quarterly Dividend
ICICI Prudential Ultra Short Term Plan Regular Weekly Dividend	ICICI Prudential Ultra Short Term Plan Retail Weekly Dividend
ICICI Prudential Ultra Short Term Plan Regular Weekly Dividend Payout	ICICI Prudential Ultra Short Term Plan Retail Weekly Dividend Payout
ICICI Prudential Ultra Short Term Plan Regular Quarterly Dividend Payout	ICICI Prudential Ultra Short Term Plan Retail Quarterly Dividend Payout
ICICI Prudential Liquid Plan Growth	ICICI Prudential Liquid Plan Retail Growth
ICICI Prudential Money Market Fund Growth	ICICI Prudential Money Market Fund Retail Growth

All other terms and conditions of the Schemes will remain unchanged.

This addendum shall form an integral part of the Scheme Information Document /Key Information Memorandum of the Schemes of the Fund as amended from time to time.

For ICICI Prudential Asset Management Company Limited
Sd/-
Authorised Signatory

Place : Mumbai
Date : December 31, 2012
No. 017/12/2012

CALL	MTNL/BSNL	1800 222 999
	Others	1800 200 6666

Or, apply online at www.icicipruamc.com

