

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 (SID)/ Key Information Memorandum (KIM) of ICICI Prudential Blended Plan - Plan B (the Scheme)

Introduction of Quarterly Dividend frequency under the Dividend option of the Regular and Direct Plan (the Plans) under the Scheme

NOTICE is hereby given to all the investors/unitholders under the Scheme that a Quarterly Dividend frequency will be available under the Dividend option of the Plans of the Scheme, with effect from July 26, 2013:

Investors are requested to take a note of the above change.

All the other provisions of the SID/KIM/addenda except as specifically modified herein above remain unchanged.

This Notice-cum-Addendum forms an integral part of the SID/KIM/addenda of the Scheme, as amended from time to time.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Date : July 23, 2013

No. 019/07/2013

Sd/-

Authorised Signatory

CALL

MTNL/BSNL : 1800 222 999
Others : 1800 200 6666

Or, apply online at www.icicipruamc.com

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Mutual Fund investments are subject to market risks, read all scheme related documents carefully.