

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 Focused Bluechip Equity Fund (the Scheme)

Notice is hereby given to all investors/unitholders of the Scheme that the Trustee has approved January 25, 2013 as the record date for declaration of dividend under the dividend option/plan of the Scheme. Accordingly, dividend will be paid to all the unitholders whose names appear in the register of investors/unitholders of the Scheme, at the close of business hours on January 25, 2013, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Option/plan under the Scheme	Recommended rate of dividend (₹ per unit) (Face value of ₹ 10/- each)	NAV as on January 17, 2013 (₹ per unit)
Regular Plan - Dividend	1.00	18.07

For units in demat form if any: Dividend will be paid to those Unitholders/Beneficial Owners whose names appear in the statement of beneficial owners maintained by the Depositories under the dividend option/plan of the Scheme on January 25, 2013.

It should be noted that pursuant to payment of dividend, the NAV of the dividend option 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

Sd/-

Date : January 18, 2013

Authorised Signatory

No. 011/01/2013

CALL	MTNL/BSNL	1800 222 999
	Others	1800 200 6666

Or, apply online at www.icicpruamc.com



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