

## 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** **Notice to the Investors/Unit holders of ICICI Prudential Long Term** **Plan and ICICI Prudential Ultra Short Term Plan (the Schemes)**

Notice is hereby given to all investors/unit holders of the Schemes that the Trustee has approved July 24, 2013 as the record date for declaration of dividend under the dividend plans/options of the Schemes. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unit holders of the Schemes, at the close of business hours on July 24, 2013 subject to availability of distributable surplus under the Schemes, at the recommended rate as mentioned below:

<b>Plans /Options under the Schemes</b>	<b>Recommended rate of dividend (₹ per unit) (Face value of ₹ 10/- each)#</b>	<b>NAV as on July 17, 2013 (₹ per unit)</b>
<b>ICICI Prudential Long Term Plan</b>		
Regular Plan - Quarterly Dividend	0.005	10.4923
Premium - Quarterly Dividend	0.005	10.7182
Retail - Quarterly Dividend	0.005	10.6487
Direct Plan - Quarterly Dividend	0.005	10.7017
<b>ICICI Prudential Ultra Short Term Plan</b>		
Direct Plan - Quarterly Dividend	0.0012	10.1857
Premium - Quarterly Dividend	0.0026	10.2618
Regular Plan - Quarterly Dividend	0.0011	10.1123
Retail Quarterly Dividend	0.0027	10.2731

# Subject to deduction of applicable dividend distribution tax

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 dividend option of the Schemes on July 24, 2013.

**It should be noted that pursuant to payment of dividend, the NAV of the dividend option of the Schemes 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 : July 18, 2013

**Authorised Signatory**

No. 013/07/2013

CALL	MTNL/BSNL	1800 222 999
	Others	1800 200 6666

Or, apply online at [www.icicipruamc.com](http://www.icicipruamc.com)



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