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Notice to the Investors/Unit holders of ICICI Prudential Income Plan, ICICI Prudential Regular Savings Fund and ICICI Prudential Equity - Arbitrage Fund (the Schemes)

Notice is hereby given to all the investors/unit holders of the Schemes that September 30, 2016* has been approved as the record date for declaration of the following dividend under the Schemes. Accordingly, dividend will be paid to all the unit holders/beneficial owners whose names appear in the register of unit holders/Statement of beneficial owners maintained by the Depositories, as applicable under the dividend option of the Schemes, at the close of business hours on the record date.

| Plans/Options under the Schemes | Rate of dividend (₹ Per unit) (Face value of ₹ 10/- each) | NAV as on September 22, 2016 (₹ Per unit) |
|--|--|---|
| ICICI Prudential Income Plan# | | |
| Half Yearly Dividend | 0.9565 | 11.7565 |
| Institutional Plan - Half Yearly Dividend | 0.9487 | 11.4247 |
| Direct Plan - Half Yearly Dividend | 1.0632 | 12.5005 |
| Institutional Plan - Quarterly Dividend | 0.614 | 11.7848 |
| Quarterly Dividend | 0.6366 | 12.4187 |
| Direct Plan - Quarterly Dividend | 0.6718 | 12.6372 |
| ICICI Prudential Regular Savings Fund# | | |
| Quarterly Dividend | 0.336 | 10.6764 |
| Direct Plan - Quarterly Dividend | 0.3739 | 11.2673 |
| Half Yearly Dividend | 0.5927 | 10.8486 |
| Direct Plan - Half Yearly Dividend | 0.6516 | 11.2279 |
| ICICI Prudential Equity - Arbitrage Fund@ | | |
| Dividend | 0.0395 | 13.7814 |
| Direct Plan - Dividend | 0.0900 | 14.4567 |

\$ The dividend payout will be subject to the availability of distributable surplus and may be lower depending upon the extent of distributable surplus available on the record date under respective Schemes.

@ The dividend amount payable will be dividend per unit as mentioned above or the distributable surplus to the extent of NAV movement since previous record date, available as on record date

Subject to deduction of applicable dividend distribution tax.

* or the immediately following Business Day, if that day is a Non-Business Day.

It should be noted that pursuant to payment of dividend, the NAV of the dividend option of the respective 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 : September 24, 2016

Authorised Signatory

No. 026/09/2016

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.