

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001.

Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai - 400051.

Tel: +91 22 2652 5000, Fax: +91 22 2652 8100, website: www.icicipruamc.com,
email id: enquiry@icicipruamc.com

Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (E), Mumbai - 400063. Tel: 022 2685 2000 Fax: 022 26868313

Notice to the Investors/Unit holders of ICICI Prudential Liquid Plan, ICICI Prudential Equity Income Fund, ICICI Prudential Gilt Fund Investment Plan PF Option, ICICI Prudential Fixed Maturity Plan - Series 73 - 1140 Days Plan E and ICICI Prudential Balanced Advantage Fund (the Schemes)

Notice is hereby given to all the investors/unit holders of the Schemes that September 23, 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 ₹ 100/- each)@#	NAV as on September 15, 2016 (₹ Per unit)
ICICI Prudential Liquid Plan		
Annual Dividend	7.9155	107.9237
Direct Plan - Annual Dividend	7.9711	107.9793
ICICI Prudential Equity Income Fund		
Quarterly Dividend	0.12	11.23
Direct Plan - Quarterly Dividend	0.12	11.33
ICICI Prudential Gilt Fund Investment Plan PF Option #		
Half Yearly Dividend	1.0466	12.1444
Direct Plan - Half Yearly Dividend	1.0330	11.7757
ICICI Prudential Fixed Maturity Plan - Series 73 - 1140 Days Plan E #		
Dividend	0.0500	11.9631
Direct Plan - Dividend	0.0500	12.0532
ICICI Prudential Balanced Advantage Fund		
Dividend	1.70	17.04
Direct Plan - Dividend	1.70	19.83

Subject to deduction of applicable dividend distribution tax.

\$ 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 the 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.

* 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 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

Date : September 17, 2016

Sd/-

Authorised Signatory

No. 018/09/2016

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.