



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

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Notice-cum-Addendum to the Scheme Information Document (SID) and Key Information Memorandum (KIM) of ICICI Prudential Target Returns Fund (There is no guarantee or assurance of returns) (the Scheme)

NOTICE is hereby given that the Trustee of ICICI Prudential Mutual Fund (the Fund) has approved following changes under the Scheme with effect from August 12, 2014.

Trigger Option available under the Scheme:

Currently, the Scheme offers an option to the investors to switch their investments/appreciation into a pre-selected debt scheme of ICICI Prudential Mutual Fund on reaching a particular trigger level. On appreciation of pre-selected trigger level, the appreciation in Net Asset Value (NAV) per unit or the entire investment, as opted by the investor will be switched into one of the five schemes of the Fund. Trigger at 20% with appreciation in NAV and switch into ICICI Prudential Liquid Plan - Growth Plan are the default options under trigger option.

The default trigger is now set at 50% of the appreciation in NAV instead of 20%.

Further, ICICI Prudential Equity - Arbitrage Fund, ICICI Prudential Regular Savings Fund and ICICI Prudential Balanced Advantage Fund are included into the list of schemes where the investments/appreciation of the investors can be switched.

Further, investors are also requested to note the change in the exit load of the Scheme as below:

Exit load under the Scheme:

- if units purchased or switched in from another Scheme of the Fund are redeemed or switched out within 18 months from the date of allotment - 1% of the applicable NAV.
- if units purchased or switched in from another Scheme of the Fund are redeemed or switched out after 18 months from the date of allotment - Nil

The revision in exit load shall be applicable on prospective investments.

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

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

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

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Sd/-

Date : August 08, 2014

Authorised Signatory

No. 008/08/2014

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.