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Notice to the Investors/Unit holders of ICICI Prudential Interval Fund - Quarterly Interval Plan III (the Scheme)

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved May 08, 2014 as the record date for declaration of dividend under the dividend option of the plans under the Scheme. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unitholders of the Scheme, at the close of business hours on May 08, 2014, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Plans/Options under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)#	NAV as on April 30, 2014 (₹ Per unit)
ICICI Prudential Interval Fund - Quarterly Interval Plan III@		
Direct Quarterly Dividend Payout	0.2187	10.2187
Retail Dividend	0.2182	10.2182
Direct Plan - Dividend	0.2232	10.4037
Regular Plan - Dividend	0.2176	10.2176

Subject to deduction of applicable dividend distribution tax

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

For units in demat form: Dividend will be paid to those Unitholders/Beneficial Owners whose names appear in the statement of beneficial owners maintained by the Depositories under plans/dividend options of the Scheme on May 08, 2014.

It should be noted that pursuant to payment of dividend, the NAV of the plans/dividend options 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 : May 02, 2014

Authorised Signatory

No. 001/05/2014

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.