

ICICI Prudential Mutual Fund

3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg,
Bandra (East), Mumbai - 400 051.

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Notice to the Investors/Unit holders of ICICI Prudential Multiple Yield Fund - Series 2 - Plan E (the Scheme)

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved October 10, 2013 as the record date for declaration of dividend under the dividend option of 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 October 10, 2013, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Option under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each) #	NAV as on October 03, 2013 (₹ Per unit)
ICICI Prudential Multiple Yield Fund - Series 2 - Plan E		
Dividend	0.05	10.1328

Subject to deduction of applicable dividend distribution tax

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 dividend option of the Scheme on October 10, 2013.

It should be noted that pursuant to payment of dividend, the NAV of the dividend option 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 : October 04, 2013

Authorised Signatory

No. 005/10/2013

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.