



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

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Notice to the Investors/Unit holders of ICICI Prudential Equity Income Fund, ICICI Prudential Equity - Arbitrage Fund, ICICI Prudential Blended Plan - Plan A, ICICI Prudential Balanced Advantage Fund and ICICI Prudential Balanced Fund (the Schemes)

Notice is hereby given to all the investors/unitholders of the Schemes that November 20, 2015 has been approved as the record date for declaration of dividend under the dividend option of the plans under Schemes. Accordingly dividend will be paid to all the unit holders whose names appear in the register of investors/unitholders of the Schemes, at the close of business hours on November 20, 2015 and subject to availability of distributable surplus under the Schemes, at the recommended rates as mentioned below.

Plans/Options under the Schemes	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)	NAV as on November 10, 2015 (₹ Per unit)
ICICI Prudential Equity Income Fund		
Regular Plan - Monthly Dividend	0.04	10.07
Direct Plan - Monthly Dividend	0.04	10.16
ICICI Prudential Equity - Arbitrage Fund		
Regular Plan - Dividend	0.2610	13.9558
Direct Plan - Dividend	0.5934	14.7463
ICICI Prudential Blended Plan- Plan A@		
Regular Plan - Dividend	0.0735	13.6625
Direct Plan - Dividend	0.0781	13.7176
ICICI Prudential Balanced Advantage Fund		
Regular Plan - Monthly Dividend	0.08	13.40
Direct Plan - Monthly Dividend	0.08	13.79
ICICI Prudential Balanced Fund		
Regular Plan - Dividend	0.15	22.15
Direct Plan - Dividend	0.15	25.27

@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, 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 the plans/dividend options of the Scheme on November 20, 2015.

It should be noted that pursuant to payment of dividend, the NAV of the plans/dividend options 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 : November 14, 2015

No. 009/11/2015

Sd/-

Authorised Signatory

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.