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Notice to the Investors/Unit holders of ICICI Prudential Regular Savings Fund, ICICI Prudential Savings Fund and ICICI Prudential Flexible Income Plan (the Schemes)

Notice is hereby given to all the investors/unit holders of the Schemes that the Trustee has approved September 30, 2014 as the record date for declaration of dividend under the dividend option of the plans under the Schemes. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unit holders of the Schemes, at the close of business hours on September 30, 2014, subject to availability of distributable surplus under the Schemes, 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 September 23, 2014 (₹ Per unit)
ICICI Prudential Regular Savings Fund		
Direct Plan - Quarterly Dividend	0.2440	10.9876
Regular Plan - Quarterly Dividend	0.2072	10.4189
Plans/Options under the Schemes	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 100/- each)#	NAV as on September 23, 2014 (₹ Per unit)
ICICI Prudential Savings Fund		
Direct Plan - Quarterly Dividend	1.50	103.0286
Regular Plan - Quarterly Dividend	1.8590	102.7002
ICICI Prudential Flexible Income Plan		
Direct Plan - Quarterly Dividend	2.0314	103.4081
Regular Plan - Quarterly Dividend	2.0059	103.3034

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 the plans/dividend options of the Schemes on September 30, 2014.

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

Sd/-

Date : September 24, 2014

Authorised Signatory

No. 032/09/2014

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.