

ICICI Prudential Mutual Fund

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Notice-cum-Addendum to the Scheme Information Document (SID)/Key Information Memorandum (KIM) of ICICI Prudential Value Fund – Series 1 (the Scheme)

Investors are requested to note following changes in the SID and KIM of the Scheme:

Revision in Switch Out provision:

Investors are requested to note that a facility has been enabled for submitting switch out request during the New Fund Offer period or at any time before maturity of the Scheme. The switch out transaction will be processed based on the applicable Net Asset Value (NAV) on the date of maturity.

This facility is enabled for switch to any of the New Fund Offers or any open-ended scheme of ICICI Prudential Mutual Fund (the Fund). The switch-in requests in these schemes will be effected based on the applicable NAV of these schemes, subject to applicable cut-off timing provisions.

This option/facility shall not be applicable for Units held in demat form. Investors are requested to note that switch out requests once submitted may be cancelled at later date.

Unit holders are requested to carefully read the SID of the relevant switch-in scheme before exercising this option.

Introduction of Dividend Transfer Plan (DTP):

Investors may note that DTP will be available under the Scheme whereby if the investor opts for this facility, the dividend declared will be automatically invested into any open-ended scheme (Target Scheme) of the Fund. The amount to the extent of distribution will be automatically invested on the ex-dividend date into the Target Scheme selected by the investor, at the applicable NAV of that scheme.

The provision of "Minimum Application Amount" specified in the SID of the respective Target Scheme will not be applicable for DTP facility.

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 Scheme, as amended from time to time.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Sd/-

Date : October 10, 2013

Authorised Signatory

No. 008/10/2013

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.