

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001.
Corporate Office: 3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (E), Mumbai - 400051.
Tel: 022 2642 8000 Fax: 022 2655 4165, website: www.icicipruamc.com,
email id: enquiry@icicipruamc.com
Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway,
Goregaon (E), Mumbai - 400063. Tel: 022 2685 2000 Fax: 022 26868313

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

Notice is hereby given to all the investors/unitholders of the Schemes that the Trustee has approved May 15, 2015 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/unitholders of the Schemes, at the close of business hours on May 15, 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 May 07, 2015 (₹ Per unit)
ICICI Prudential Equity Arbitrage Fund		
Direct Plan - Dividend	0.0818	14.6059
Regular Plan - Dividend	0.0740	13.8342
ICICI Prudential Blended Plan - Plan A		
Direct Plan - Dividend	0.0799	13.5990
Regular Plan - Dividend	0.0763	13.5530
ICICI Prudential Balanced Advantage Fund		
Direct Plan - Monthly Dividend	0.08	13.70
Regular Plan - Monthly Dividend	0.08	13.42
ICICI Prudential Interval Fund - Quarterly Interval Plan III #@		
Retail Dividend	0.1065	10.1101
Regular Plan - Dividend	0.1065	10.1102
Direct Plan - Dividend	0.1097	10.2901
Direct Quarterly Dividend Payout	0.1077	10.1113

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, available as on record date.

The Specified Transaction Period (STP) of IF - QIP III is May 14, 2015 to May 15, 2015. Since the record date for declaring dividend and STP date of IF - QIP III coincides, the following will be applicable:

- In respect of valid purchase/switch-in applications received till 3.00 p.m. on May 15, 2015, the ex-dividend NAV* of the respective date of receipt of application will be applicable and the investors shall not be eligible for dividend declared, if any, on the record date; and
- In respect of valid redemptions/switch-out requests received till 3.00 p.m. on May 15, 2015, the ex-dividend NAV of the respective date of receipt of application will be applicable and the investors will be eligible to receive the dividend.

* In respect of applications for an amount equal to or more than ₹ 2 lakh, the Applicable NAV shall be subject to the provisions of SEBI Circulars No. Cir/IMD/DF/21/2012 dated September 13, 2012 and No. Cir/IMD/DF/19/2010 dated November 26, 2010, as may be amended from time to time, on uniform cut-off timings for applicability of NAV.

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 May 15, 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 : May 09, 2015

Sd/-
Authorised Signatory

No. 014/05/2015

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.