



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

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Notice to the Investors/Unit holders of SENSEX Prudential ICICI Exchange Traded Fund (the Scheme)

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved the declaration of dividend as per details given below, subject to availability of distributable surplus under the Scheme:

Record Date	Rate of dividend (₹ Per unit) (Face value of ₹10/- each)	NAV as on July 17, 2014 (₹ Per unit)
July 25, 2014	27	282.8701

For units in demat form: Unitholders/Beneficial Owners whose names appear in the statement of beneficial owners maintained by the Depositories of the Scheme as on July 25, 2014 will be eligible for dividend.

The dividend so declared may be reinvested in the Scheme. The minimum reinvestment, if any, will be for one unit per folio. In case of fractional units the units will be rounded up to the lower decimal and the balance, if any, may be paid by cash. No units will be created if the fractional unit is less than one per folio.

It should be noted that pursuant to payment of dividend, the NAV of the Scheme would fall to the extent of dividend 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 : July 19, 2014

No. 016/07/2014

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.