



ICICI Prudential Asset Management Company Limited
Corporate Identity Number: U99999DL1993PLC054135

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Notice-cum-Addendum to the Scheme Information Document (SID)/ Key Information Memorandum (KIM) of ICICI Prudential Equity Income Fund (the Scheme)

Notice-cum-addendum is hereby given that the Trustee of ICICI Prudential Mutual Fund (the Fund) has approved following change in the SID and KIM of the Scheme with effect from January 25, 2016.

Exit load under the Scheme:

- If units purchased or switched in from another scheme of the Fund are redeemed or switched out upto 20% of the units (the limit) purchased or switched within 1 year from the date of allotment - Nil.
- If units purchased or switched in from another scheme of the Fund are redeemed or switched out in excess of the limit within 1 Year from the date of allotment - 1% of the applicable Net Asset Value (NAV).
- However, switches made to all open ended equity schemes within 1 Year from the date of allotment except ICICI Prudential Balanced Fund and ICICI Prudential Balanced Advantage Fund * - NIL.
- If units purchased or switched in from another scheme of the Fund are redeemed or switched out after 1 Year from the date of allotment - NIL.

*The above said change is applicable only on fresh purchase/Switch in made and to all the transactions including Lumpsum, Systematic Investment Plan, Systematic Transfer Plan and Systematic Withdrawal Plan where registrations/enrollments have been done on or after the effective date.

Investors are requested to take a note of the above change.

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 : January 19, 2016

Authorised Signatory

No. 014/01/2016

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.