

**Registered Office:** 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001.

**Corporate Office:** One BKC 13<sup>th</sup> Floor, Bandra Kurla Complex, Mumbai - 400051.

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Goregaon (E), Mumbai - 400063. Tel: 022 2685 2000 Fax: 022 26868313

**Notice-cum-addendum to Statement of Additional Information (SAI) of ICICI Prudential Mutual Fund (the Fund)**

Notice is hereby given that Mr. Amar Shah has been designated as the Head - Retail and Institutional Business and Mr. Abhijit Shah has been designated as the Head - Marketing, Digital and Customer Experience of ICICI Prudential Asset Management Company Limited ("the AMC") effective July 24, 2018.

Accordingly, the brief profile of Mr. Amar Shah and Mr. Abhijit Shah as stated below shall be included under the table pertaining to "Information on Key Personnel of the Asset Management Company" in the Statement of Additional Information of the Fund:

Name and Designation	Age/ Qualification	Brief Experience
Mr. Amar Shah Head - Retail and Institutional Business	39/Bachelor of Commerce, Master in Management Studies (Finance)	Mr. Amar Shah has an overall experience of around 17 years across the Banking and Financial Services Industry. Mr. Shah has been associated with the AMC since January 2013. Mr. Shah has anchored the business objectives of the Company in the retail segment across India and drove the organization to a leadership position. He has been responsible for managing key Institutional clients and driving overall business growth. He has been a key driver in strengthening distribution relationships and facilitating asset growth. Prior to joining the AMC, he was associated with Birla Sunlife Asset Management Company Limited as Head of Institutional Business.
Mr. Abhijit Shah Head - Marketing, Digital and Customer Experience	40/Post Graduate in Marketing, NMIMS, Mumbai	Mr. Abhijit Shah has a work experience of around 18 years across the Banking and Financial Services Industry. Mr. Abhijit Shah has been associated with the AMC since July 2014. In the AMC, Mr. Shah is handling Marketing, Digital Business, Customer Engagement and Strategy. Under Digital, he has been responsible for increasing business through digital platforms and through engagement with the existing customers. Prior to joining the AMC, he was associated with CitiBank N.A. where he headed Customer Experience function.

Further, investors are requested to note that Raghav Iyengar has ceased to be the key personnel of the AMC from July 31, 2018.

**This Notice-cum-addendum forms an integral part of the SAI of the Fund, as amended from time to time.**

**For ICICI Prudential Asset Management Company Limited**

Place: Mumbai

Date : August 11, 2018

No. 009/08/2018

Sd/-

**Authorised Signatory**

**CALL MTNL/BSNL: 1800 222 999 • Others : 1800 200 6666 • Or, apply online at [www.icicipruamc.com](http://www.icicipruamc.com)**

**Mutual Fund investments are subject to market risks, read all scheme related documents carefully.**