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Notice to the Investors/Unit holders of ICICI Prudential Balanced Advantage Fund (the Scheme)

Notice is hereby given to all the investors/unit holders of the Scheme that September 28, 2018* has been approved as the record date for declaration of the following dividend under the Scheme, subject to availability of distributable surplus. Accordingly, dividend will be paid to all the unit holders/beneficial owners whose names appear in the register of unit holders/Statement of beneficial owners maintained by the Depositories, as applicable under the dividend option of the Scheme, at the close of business hours on the record date.

Plan/Option under the Scheme	Rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)\$#	NAV as on September 19, 2018 (₹ Per unit)
Monthly Dividend	0.05	14.25
Direct Plan - Monthly Dividend	0.05	15.56

\$ The dividend payout will be subject to the availability of distributable surplus and may be lower depending upon the extent of distributable surplus available on the record date under the Scheme.

Subject to deduction of applicable dividend distribution tax.

* or the immediately following Business Day, if that day is a Non-Business Day.

It should be noted that pursuant to payment of dividend, the NAV of the dividend option of the Scheme 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

Sd/-

Date : September 21, 2018

Authorised Signatory

No. 015/09/2018

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.