



—TARAKKI KAREINI

ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

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

Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai - 400051.

Tel: +91 22 2652 5000, Fax: +91 22 2652 8100, 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-cum-Addendum to the Scheme Information Document (SID)/ Key Information Memorandum (KIM) of ICICI Prudential Value Discovery Fund (the Scheme)

Investors are requested to note the following change in the SID/KIM of the Scheme with effect from November 19, 2015:

Introduction of Daily Systematic Transfer Plan Facility (STP) in Dividend and Growth option (Source and Target) under the Scheme:

Daily STP facility in Dividend and Growth option under both Regular and Direct Plans has been introduced in the Scheme. The Scheme will act as Source and Target for STP facility whereby investors can transfer a specified amount on a daily basis, subject to minimum of ₹ 250/- and in multiples of ₹ 50/-, at daily intervals.

Existing/new investors under the Scheme can avail the STP facility from 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 : November 18, 2015

Authorised Signatory

No. 011/11/2015

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.