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Notice to the Investors/Unit holders of ICICI Prudential Interval Fund - Series VII - Annual Interval Plan - C (the Scheme)

Specified Transaction Period of the Scheme

Notice is hereby given in terms of the enabling provisions of the Scheme Information Document of the Scheme, that STP of the Scheme is from February 24, 2015 to February 25, 2015. Accordingly, the Scheme will be available for fresh purchases/additional purchases/switch-ins/redemptions/switch-outs upto February 25, 2015 till the applicable cut off time.

Dividend Declaration under the Scheme

Notice is hereby given to all the investors/unitholders of the Scheme that the Trustee has approved February 24, 2015 as the record date for declaration of dividend under the dividend option of the following plan under the Scheme. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unitholders of the Scheme, at the close of business hours on February 24, 2015, except under scenario (i) and (ii) mentioned below and subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Plan/Option under the Scheme	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)#@	NAV as on February 16, 2015 (₹ Per unit)
Regular Plan - Dividend	0.9555	10.9570

Subject to deduction of applicable dividend distribution tax.

@ The dividend amount payable will be dividend per unit as mentioned above or the entire distributable surplus to the extent of NAV movement since allotment date, available as on record date.

The Specified Transaction Period (STP) of the Scheme is February 24, 2015 and February 25, 2015. Since the record date for declaring dividend and STP date coincide the following will be applicable:

- (i) In respect of valid purchase/switch-in applications received till 3.00 p.m. on February 24, 2015, the ex-dividend NAV* of the respective date of receipt of application will be applicable and the investors shall not be eligible for dividend declared, if any, on the record date; and
- (ii) In respect of valid redemptions/switch-out requests received till 3.00 p.m. on February 24, 2015, the ex-dividend NAV of the respective date of receipt of application will be applicable and the investors will be eligible to receive the dividend.

* In respect of applications for an amount equal to or more than ₹ 2 lakh, the Applicable NAV shall be subject to the provisions of SEBI Circulars No. Cir/IMD/DF/21/2012 dated September 13, 2012 and No. Cir/IMD/DF/19/2010 dated November 26, 2010, as may be amended from time to time, on uniform cut-off timings for applicability of NAV.

For units in demat form: Dividend will be paid to those Unitholders/Beneficial Owners whose names appear in the statement of beneficial owners maintained by the Depositories under the plan/dividend option of the Scheme on February 24, 2015.

It should be noted that pursuant to payment of dividend, the NAV of the plans/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 : February 18, 2015

Authorised Signatory

No. 016/02/2015

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.