



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

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ICICI Prudential Balanced Advantage Fund, ICICI Prudential Equity Income Fund and ICICI Prudential Value Discovery Fund (the Schemes)

Notice is hereby given to all the investors/unitholders of the Schemes that the Trustee has approved March 20, 2015 as the record date for declaration of dividend under the dividend option of the plans under the Schemes. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unitholders of the Schemes, at the close of business hours on March 20, 2015 and subject to availability of distributable surplus under the Schemes, at the recommended rates as mentioned below.

Plans/Options under the Schemes	Recommended rate of dividend (₹ Per unit) (Face value of ₹ 10/- each)	NAV as on March 12, 2015 (₹ Per unit)
ICICI Prudential Balanced Advantage Fund		
Direct Plan - Monthly Dividend	0.08	14.20
Regular Plan - Monthly Dividend	0.08	13.93
ICICI Prudential Equity Income Fund		
Direct Plan - Monthly Dividend	0.08	10.31
Regular Plan - Monthly Dividend	0.08	10.28
Direct Plan - Quarterly Dividend	0.12	10.31
Regular Plan - Quarterly Dividend	0.12	10.28
ICICI Prudential Value Discovery Fund		
Direct Plan - Dividend	1.00	45.83
Regular Plan - Dividend	3.30	36.88

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 plans/dividend options of the Schemes on March 20, 2015.

It should be noted that pursuant to payment of dividend, the NAV of the plans/dividend options of the Schemes 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 : March 14, 2015

Authorised Signatory

No. 012/03/2015

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.