

ICICI Prudential Mutual Fund

3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (East),
Mumbai - 400 051, Tel: (022) 26428000, Fax: (022) 2655 4165.

NOTICE TO THE INVESTORS/UNIT HOLDERS OF

ICICI Prudential Fixed Maturity Plan Series 53 -3 Years Plan A (the Scheme)

NOTICE is hereby given to all investors/unitholders of the Scheme that the Trustees have approved March 15, 2012 as the record date for declaration of dividend under the dividend option of the Scheme. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unit holders of the Scheme, at the close of business hours on March 15, 2012, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Option under the Scheme	Recommended rate of dividend (Re. per unit) (Face value of Rs. 10/-each) ^{#@\$}	NAV as on March 7, 2012 (Rs. per unit)
Dividend	0.3619	10.4350

Subject to deduction of applicable dividend distribution tax

\$ 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 dividend option of the Scheme on March 15, 2012.

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

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.

Past performance may or may not be sustained in the future and should not be used as a basis of comparison with other investments.

Investors are requested to take a note of the above.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Date : March 9, 2012

Sd/-

Authorised Signatory

No. 006/03/2012

CALL	MTNL/BSNL	1800 222 999
	Others	1800 200 6666

Or, apply online at www.icicipruamc.com

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