

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/Unitholders 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 Trustee has approved September 17, 2012 as the record date for declaration of dividend under the dividend option of the Scheme. Accordingly, dividend will be paid to all the unitholders whose names appear in the register of investors/unitholders of the Scheme, at the close of business hours on September 17, 2012, subject to availability of distributable surplus under the Scheme, at the recommended rate as mentioned below:

Dividend Option under the Scheme	Recommended rate of dividend (₹ per unit) (Face value of ₹ 10/- each)^{#\$@}	NAV as on September 10, 2012 (₹ per unit)
Dividend	0.4954	10.5569

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 September 17, 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.

Investors are requested to take a note of the above.

For ICICI Prudential Asset Management Company Limited

Place : Mumbai

Sd/-

Date : September 11, 2012

Authorised Signatory

No. 005/09/2012

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.