

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 49- 3 Years Plan A, ICICI Prudential Fixed Maturity Plan Series 51- 3 Years Plan F, ICICI Prudential Long Term Plan, ICICI Prudential Ultra Short Term Plan (the Schemes)

NOTICE is hereby given to all investors/unitholders of the Schemes that the Trustees have approved March 30, 2012 as the record date for declaration of dividend under the dividend option of the Schemes. Accordingly, dividend will be paid to all the unit holders whose names appear in the register of investors/unit holders of the Schemes, at the close of business hours on March 30, 2012, subject to availability of distributable surplus under the Schemes, at the recommended rate as mentioned below:

Options under the Schemes	Recommended rate of dividend (Re. per unit) (Face value of Rs. 10/- each) ^{#@}	NAV as on March 21, 2012 (Rs. per unit)
ICICI Fixed Maturity Plan Series 49- 3 Years Plan A[§]		
Half Yearly Retail Dividend	0.3972	10.4932
Half Yearly Institutional Dividend	0.4085	10.5054
ICICI Prudential Fixed Maturity Plan Series 51- 3 Years Plan F[§]		
Half Yearly Dividend	0.4026	10.4143
ICICI Prudential Long Term Plan		
Quarterly Dividend - Regular Option	0.1284	10.1924
Quarterly Dividend - Premium Option	0.1000	10.2009
Quarterly Dividend - Premium Plus Option	0.1687	10.233
ICICI Prudential Ultra Short Term Plan		
Quarterly Dividend - Regular Option	0.1821	10.2463
Quarterly Dividend - Premium Option	0.1836	10.2264
Quarterly Dividend - Premium Plus Option	0.0668	10.0668

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 30, 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 22, 2012

Sd/-

Authorised Signatory

No. 022/03/2012

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.