

Name of the Asset Management Company:
ICICI Prudential Asset Management Company Limited

Name of the Mutual Fund:
ICICI Prudential Mutual Fund

KEY INFORMATION MEMORANDUM

**ICICI Prudential Equity Income Fund
 (An open ended Equity Scheme)**

This Product is suitable for investors who are seeking*:

- Long term wealth creation solution
- The Scheme seeks to generate regular income through investments in fixed income securities and using arbitrage and other derivative strategies and also intends to generate long term capital appreciation by investing in equity and equity related instruments.



* Investors should consult their financial advisers if in doubt about whether the product is suitable for them

Note: Risk may be represented as:

(BLUE) investors understand that their principal will be at low risk

(YELLOW) investors understand that their principal will be at medium risk

(BROWN) investors understand that their principal will be at high risk

Units of Rs. 10 each during the New Fund Offer period and continuous offer for Units at NAV based prices.

New Fund Offer opens	New Fund Offer closes*
November 18, 2014	December 02, 2014

*The AMC reserves the right to extend or pre close the New Fund Offer (NFO) period, subject to the condition that the NFO Period including extension, if any, shall not be for more than 15 days or such period as allowed by SEBI.

Scheme re-opens for continuous Sale and Repurchase within 5 business days from the date of allotment.

Sponsors	ICICI Bank Limited: Regd. Office: Landmark, Race Course Circle, Vadodara 390 007, India; and Prudential plc (through its wholly owned subsidiary, Prudential Corporation Holdings Limited): Laurence Pountney Hill, London EC4R 0HH, United Kingdom
Trustee	ICICI Prudential Trust Limited Corporate Identity Number: U74899DL1993PLC054134 <i>Regd. Office:</i> 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi-110 001.
Investment Manager	ICICI Prudential Asset Management Company Limited Corporate Identity Number: U99999DL1993PLC054135 <i>Regd. Office:</i> 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi-110 001. <i>Corporate Office:</i> 3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (East), Mumbai - 400 051. Tel: (91) (022) 26428000, Fax: (91) (022) 2655 4165. <i>Central Service Office:</i> 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai 400 063. Tel: (91) (22) 26852000, Fax: (91) (22) 2686 8313. Website:www.icicipruamc.com, Email id: enquiry@icicipruamc.com

This Key Information Memorandum (KIM) sets forth the information, which a prospective investor ought to know before investing. For further details of the Scheme/ Mutual Fund, due diligence certificate by AMC, Key Personnel, Investor's rights & services, risk factors, penalties & litigations etc. investors should, before investment, refer to the Scheme Information Document (SID) and Statement of Additional Information (SAI) available free of cost at any of the Investor Service Centre or distributors or from the website www.icicipruamc.com.

The particulars of ICICI Prudential Equity Income Fund, the mutual fund Scheme offered under this KIM, have been prepared in accordance with the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996, as amended till date, and filed with the Securities and Exchange Board of India (SEBI), and the Units being offered for public subscription have not been approved or disapproved by the SEBI, nor has the SEBI certified the accuracy or adequacy of this KIM.

INVESTMENT OBJECTIVE:

The Scheme seeks to generate regular income through investments in fixed income securities and using arbitrage and other derivative strategies. The Scheme also intends to generate long-term capital appreciation by investing a portion of the Scheme's assets in equity and equity related instruments.

However there can be no assurance that the investment objectives of the scheme will be realized.

ASSET ALLOCATION PATTERN:

Instruments	Indicative Allocations (% of total Assets)		Risk Profile
	Maximum	Minimum	High/Medium/Low
Equity & Equity related instruments	75%	65%	Medium to High
Derivative including Index Futures, Stock Futures, Index Options, Stock Options etc*	50%	30%	High
Debt, Money market instruments & Cash ^{\$}	35%	25%	Low to Medium

*The exposure to derivative shown in the above asset allocation tables would normally be the exposure taken against the underlying equity investments and in such case, exposure to derivative will not be considered for calculating the gross exposure.

The net long equity exposures will be between 20% to 40% of the net assets of the Scheme. This net long equity exposures is aimed to gain from potential capital appreciation and thus is a directional equity exposure which will not be hedged.

The cumulative gross exposure to equity, debt and derivatives positions shall not exceed 100% of the net assets of the Scheme.

\$Including securitized debt of up to 50% of debt portfolio.

Investment in Derivatives can be upto 50% of the Net Assets of the Scheme.

Investment in ADRs/ GDRs/ Foreign Securities, whether issued by companies in India and foreign Securities, as permitted by SEBI Regulation, can be upto 50% of the Net Assets of the Scheme.

Investment in Foreign Securities shall be in compliance with requirement of SEBI circular dated September 26, 2007 and other applicable regulatory guidelines.

The Scheme can take exposure upto 20% of its net assets in stock lending. The Scheme shall also not lend more than 5% of its net assets to any counter party.

In case of any variation of the portfolio from the above asset allocation, the portfolio shall be rebalanced within 30 days. If owing to adverse market conditions or with the view to protect the interest of the investors, the fund manager is not able to rebalance the asset allocation within the above mentioned period of 30 days, the same shall be reported to the Internal Investment Committee. The internal investment committee shall then decide on the future course of action. The internal investment committee shall then decide on the future course of action. Further, if owing to adverse market conditions or with the view to protect the interest of the investors, the fund manager is not able to rebalance the asset allocation within the above mentioned period of 30 days, the same shall also be reported to the Trustees of the Mutual Fund.

It may be noted that no prior intimation/indication would be given to investors when the composition/asset allocation pattern under the Scheme undergo changes within the permitted band as indicated above or for changes due to defensive positioning of the portfolio, as explained under the scenario where equity markets are expensive under Investment Strategy of the Scheme, with a view to protect the interest of the unit holders on a temporary basis. The investors/unit holders can ascertain details of asset allocation of the Scheme as on the last date of each month on AMC's website at www.icicipruamc.com.

The securities mentioned in the asset allocation pattern could be privately placed or unsecured. The securities may be acquired through secondary market purchases, Initial Public Offering (IPO), other public offers, Private Placement, right offers (including renunciation) and negotiated deals.

Change in Investment Pattern

Subject to the Regulations, the asset allocation pattern indicated above may change from time to time, keeping in view market conditions, market opportunities, applicable regulations and political and economic factors. In the event of any deviation from the asset allocation stated above, the Fund Manager shall rebalance the portfolio within 30 days from the date of such deviation. Though every endeavor will be made to achieve the objectives of the Scheme, the AMC/Sponsors/Trustee do not guarantee that the investment objectives of the Scheme will be achieved.

Provided further and subject to the above, any change in the asset allocation affecting the investment profile of the Scheme shall be effected only in accordance with the provisions of sub regulation (15A) of Regulation 18 of the Regulations, as detailed later in this document.

Investment Strategy

Equities:

For the equity portion of the corpus, the AMC intends to invest in stocks, which are bought, typically with a medium to long-term time horizon. Stock specific risk will be minimized by investing only in those companies that have been thoroughly analyzed by the Fund Management team at the AMC.

The AMC will also monitor and control maximum exposure to any one stock or one sector. The Scheme may also use various derivatives and hedging products from time to time, as would be available and permitted by SEBI, in an attempt to protect the value of the portfolio and enhance Unit holders' interest.

The scheme would actively rebalance the equity portion of the portfolio depending on the market scenarios.

In a scenario where Equity markets are attractive, the Scheme would exploit such opportunities with increased equity participation. In Such a scenario the indicative asset allocation could be like:

Asset Allocation	Indicative Percentage Allocation
Equity (a)	40
Equity Arbitrage (b)	30
Total Equity (a+b)	70
Debt	30

In a scenario where equity markets are expensive, the Scheme would reduce the equity participation and actively use arbitrage and cash to hedge the portfolio and generate low volatility returns. In Such a scenario the indicative allocation could be like:

Asset Allocation	Indicative Percentage Allocation
Equity (a)	20
Equity Arbitrage (b)	50
Total Equity (a+b)	70
Debt	30

However the above-mentioned scenarios are only indicative in nature and may vary from time to time within the overall asset allocation of the scheme.

The scheme will decide the attractiveness and expensiveness based on market valuations like price to earnings and price to book value. Based on the valuations derived from the stated financial parameters, if the markets are expensive, then considerable equity exposure will be hedged based on the asset allocation provided. When the markets are attractively valued, then net long equity exposure will be higher.

The Scheme may invest in other schemes managed by the AMC or in the schemes of any other Mutual Funds, provided it is in conformity with the investment objectives of the Scheme and in terms of the prevailing Regulations. As per the Regulations, no Investment management fees will be charged for such investments.

Arbitrage Opportunities:

The market provides opportunities to derive returns from the implied cost of carry between the underlying cash market and the derivatives market. This provides for opportunities to generate returns that are possibly higher than short term interest rates with minimal active price risk on equities. Implied cost of carry and spreads across the spot and futures markets can potentially lead to profitable arbitrage opportunities.

The arbitrage spread should ideally be equivalent to the ongoing short-term risk free rate of interest. In elevated interest rate environment, arbitrage fund typically offer increasing spreads. Further, arbitrage opportunities are more in a rising market as investors want leveraged exposures and are willing to pay higher premiums. This can widen the spread between spot and future markets.

Index Arbitrage: As the CNX Nifty Index derives its value from fifty underlying stocks, the underlying stocks can be used to create a synthetic index matching the Nifty Index levels. Also, theoretically, the fair value of a stock/index futures is equal to the spot price plus the cost of carry i.e. the interest rate prevailing for an equivalent credit risk, in this case is the Clearing Corporation of the NSE. Theoretically, therefore, the pricing of Nifty Index futures should be equal to the pricing of the synthetic index created by futures on the underlying stocks. However, due to market imperfections, the index futures may not exactly correspond to the synthetic index futures. The Nifty Index futures normally trades at a discount to the synthetic index due to large volumes of stock hedging being done using the Nifty Index futures giving rise to arbitrage opportunities. The fund manager shall aim to capture such arbitrage opportunities by taking long positions in the Nifty Index futures and short positions in the synthetic index. The strategy is attractive if this price differential (post all costs) is higher than the investor's cost-of-capital.

Cash Futures Arbitrage: The scheme would look for market opportunities between the spot and the futures market. The cash futures arbitrage strategy can be employed when the price of the futures exceeds the price of the underlying stock. The Scheme will first buy the stocks in cash market and then sell in the futures market to lock the spread known as arbitrage return. Buying the stock in cash market and selling the futures results into a hedge where the scheme has locked in a spread and is not affected by the price movement of cash market and futures market. The arbitrage position can be continued till expiry of the future contracts. The future contracts are settled based on the last half an hour's weighted average trade of the cash market. Thus there is a convergence between the cash market and the futures market on expiry. This convergence helps the scheme to generate the arbitrage return locked in earlier. However, the position could even be closed earlier in case the price differential is realized before expiry or better opportunities are available in other stocks.

Risks Associated with this Strategy

- Lack of opportunity available in the market
- The risk of mispricing or improper valuation and the inability of derivatives to correlate perfectly with underlying assets, rates and indices.
- Execution Risk: The prices which are seen on the screen need not be the same at which execution will take place.

Fixed Income securities

The AMC aims to identify securities, which offer superior levels of yield at lower levels of risks. With the aim of controlling risks rigorous in depth credit evaluation of the securities proposed to be invested in will be carried out by the investment team of the AMC. The credit evaluation includes a study of the operating environment of the issuer, the short as well as long-term financial health of the issuer. Rated debt instruments in which the Scheme invests will be of investment grade as rated by a credit rating agency. The AMC will be guided by the ratings of such Rating Agencies as approved by SEBI to carry out the functioning of rating agencies. In case a debt instrument is not rated, such investments shall be made by an internal committee constituted by AMC to approve the investment in un-rated debt securities in terms of the parameters approved by the Board of Trustees and the Board of Asset Management Company.

In addition, the investment team of the AMC will study the macro economic conditions, including the political, economic environment and factors affecting liquidity and interest rates. The AMC would use this analysis to attempt to predict the likely direction of interest rates and position the portfolio appropriately to take advantage of the same.

Portfolio Turnover

Portfolio turnover is defined as the lower of purchases and sales after reducing all subscriptions and redemptions transactions there from and calculated as a percentage of the average assets under management of the Scheme during a specified period of time.

The AMC's portfolio management style is conducive to a low portfolio turnover rate. However, the AMC will take advantage of the opportunities that present themselves from time to time because of the inefficiencies in the securities markets. The AMC will endeavour to balance the increased cost on account of higher portfolio turnover with the benefits derived there from.

Sector restrictions: Total exposure in a particular sector shall not exceed 30% of the net assets of the Scheme. Sectoral classification as prescribed by AMFI shall be used in this regard. This limit shall not be applicable to investments in Bank CDs, CBLO, G-Secs, T-Bills, AAA rated securities issued by Public Financial Institutions, Public Sector Banks and short term deposits of scheduled commercial banks.

However, an additional exposure not exceeding 10% of the net assets of the Plans (over and above the limit of 30%) shall be allowed by way of increase in exposure to Housing Finance Companies (HFCs) only as part of the financial services sector. The additional exposure to such securities issued by HFCs must be rated AA and above and these HFCs should be

registered with National Housing Bank (NHB) and the total investment/ exposure in HFCs shall not exceed 30% of the net assets of the scheme.

D. Where will the Scheme invest?

Subject to the Regulations and the disclosures as made under the Section "How the Scheme will allocate its Assets", the corpus of the Scheme can be invested in any (but not exclusive) of the following securities/ instruments:

- 1) Equity and equity related securities including Indian Depository Receipts (IDRs) and warrants carrying the right to obtain equity shares.
- 2) Securities created and issued by the Central and State Governments and/or repos/ reverse repos in such Government Securities as may be permitted by RBI (including but not limited to coupon bearing bonds, zero coupon bonds and treasury bills)
- 3) Securities guaranteed by the Central, State and Local Governments (including but not limited to coupon bearing bonds, zero coupon bonds and treasury bills)
- 4) Debt securities issued by domestic Government agencies and statutory bodies, which may or may not carry a Central/State Government guarantee
- 5) Corporate debt securities (of both public and private sector undertakings)
- 6) Securities issued by banks (both public and private sector) including term deposit with the banks as permitted by SEBI/RBI from time to time and development financial institutions
- 7) Money market instruments, as permitted by SEBI/ RBI.
- 8) Securitized Debt.
- 9) The non-convertible part of convertible securities
- 10) Any other domestic fixed income securities as permitted by SEBI/ RBI
- 11) Derivative instruments like Interest Rate Swaps, Forward Rate Agreements, Stock / Index Futures, Stock / Index Options and such other derivative instruments permitted by SEBI.
- 12) ADRs / GDRs / Foreign Securities as permitted by Reserve Bank of India and Securities and Exchange Board of India

Subject to the Regulations, the securities mentioned above could be privately placed, secured, unsecured, rated or unrated and of varying maturity. The securities may be acquired through Initial Public Offerings (IPOs), secondary market operations, private placement, rights offers or negotiated deals. Further, the Schemes intend to participate in securities lending as permitted under the regulations. The Scheme will not do short selling of securities.

The Scheme may also enter into repurchase and reverse repurchase obligations in all securities held by it, as per the guidelines and regulations applicable to such transactions. In case the scheme enters into repo in corporate debt securities, as per the provisions of SEBI circulars dated November 11, 2011 and November 15, 2012, the same shall be subject to the following conditions:

- The gross exposure of the Scheme to repo transactions in corporate debt securities shall not be more than 10% of the net assets of the Scheme.
- The cumulative gross exposure through repo transactions in corporate debt securities along with equity, debt and derivatives shall not exceed 100% of the net assets of the Scheme.
- Mutual Fund shall participate in repo transactions only in AA & above rated corporate debt securities.
- In terms of Regulation 44(2) of the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996, Mutual Fund shall borrow through repo transactions only if the tenor of the transaction does not exceed a period of six months.
- Mutual Fund shall ensure compliance with the Seventh Schedule of the Mutual Funds Regulations about restrictions on investments, wherever applicable, with respect to repo transactions in corporate debt securities.

As required under the said SEBI circulars on repo in corporate debt securities, the AMC has inter-alia drafted following guidelines for participating in repo in corporate debt securities:

- i. Category of counter party
Probable counterparty shall be banks, primary dealers, insurance companies, other mutual funds and any other financial institution/corporate as authorized by SEBI/RBI from time to time.
- ii. Credit rating of counterparty
The AMC will carry on repo only with counterparties which are approved by the Board of the AMC/ Trustee.
- iii. Tenor of Repo
Tenor of repo shall be capped at three months as against maximum permissible tenor of six months. Any repo for a tenor beyond 3 months shall require prior approval from Chief Investment Officer – Fixed Income. There shall be no restriction/limitation on the tenor of collateral.

Procedure followed for Investment decisions

- a) The Fund Manager of each Scheme is responsible for making buy/sell decisions in respect of the securities in the respective Scheme portfolios.
- b) The AMC has an Internal Investment Committee comprising the Managing Director, the Chief Investment Officer and Credit Analysts who meet at periodic intervals. The Managing Director attends the meeting at his discretion. The Investment Committee, at its meetings, reviews the performance of the Schemes and general market outlook and formulates broad investment strategy.
- c) The Chief Investment Officer who chairs the Investment Committee Meetings guides the deliberations at Investment Committee. He, on an ongoing basis, reviews the portfolios of the Schemes and gives directions to the respective Fund Manager, where considered necessary. It is the ultimate responsibility of the Chief Investment Officer to ensure that the investments are made as per the internal/Regulatory guidelines, Scheme investment objectives and in the best interest of the unit holders of the respective Schemes.
- d) The Managing Director makes a presentation to the Board of Directors of the AMC at its meetings indicating the performance of the Schemes.

- e) The Scheme will be benchmarked against a combination of 30% CNX Nifty + 40% Crisil Liquid Fund Index + 30% Crisil Short Term Bond Fund Index. The performance of the Schemes is reviewed by the Board with the benchmark as also the performance of the Schemes of the competitions. The Trustee reserves right to change the benchmark for performance of the Scheme by suitable notification to the investors to this effect.
- f) The Managing Director brings to the notice of the Board specific factors, if any, which are impacting the performance of any individual Scheme. The Board on consideration of all relevant factors may, if necessary, give directions to AMC. Similarly, the performance of the Schemes is submitted to the Trustees. The Managing Director explains to the Trustees the details on Schemes' performance vis-à-vis the benchmark returns.
- g) Subsequent to the issue of Circular No.MFD/CIR/9/120/2000 dated November 24, 2000, the Board has constituted a Committee to approve the investment in un-rated debt securities. All such investments, as and when are made, will be placed before the Board of Directors of AMC for its review. All such investments are also approved by the Board of Directors of Trustee Company.
- h) The AMC has been recording investment decisions in terms of SEBI's circular no. MFD/CIR/6/73/2000 dated July 27, 2000.
- i) The Chief Executive Officer of the AMC shall ensure that the mutual fund complies with all the provisions of SEBI (Mutual Fund) Regulations, 1996, as amended from time to time, including all guidelines, circulars issued in relation thereto from time to time and that the investments made by the fund managers are in the interest of the unit holders and shall also be responsible for the overall risk management function of the mutual fund.
- j) The Fund managers shall ensure that the funds of the Scheme/ Schemes are invested to achieve the investment objectives of the Schemes and in the interest of the unit holders.
- a. For stocks having applicable market wide position limit (MWPL) of Rs. 500 crores or more, the combined futures and options limit shall be 20% of applicable MWPL or Rs. 300 crores, whichever is lower and within which stock futures position cannot exceed 10% of applicable MWPL or Rs. 150 crores, whichever is lower
- b. For stocks having applicable market wide position limit (MWPL) less than Rs. 500 crores or more, the combined futures and options limit shall be 20% of applicable MWPL and futures position cannot exceed 20% of applicable MWPL or Rs. 50 crores, whichever is lower
- c. The MWPL and client level position limits however would remain the same as prescribed
- v. Position limit for the Scheme
The position limits for the Scheme and disclosure requirements are as follows–
- a. For stock option and stock futures contracts, the gross open position across all derivative contracts on a particular underlying stock of a scheme of a Fund shall not exceed the higher of:
1% of the free float market capitalization (in terms of number of shares).
Or
5% of the open interest in the derivative contracts on a particular underlying stock (in terms of number of contracts).
- b. This position limit shall be applicable on the combined position in all derivative contracts on an underlying stock at a Stock Exchange.
- c. For index based contracts, the Fund shall disclose the total open interest held by its scheme or all schemes put together in a particular underlying index, if such open interest equals to or exceeds 15% of the open interest of all derivative contracts on that underlying index."

Exposure to Derivatives

The Scheme intends to use derivatives for purposes that may be permitted by SEBI Mutual Fund Regulations from time to time. Derivatives instruments may take the form of Futures, Options, Swaps or any other instrument, as may be permitted from time to time. SEBI has vide its Circular DNDP/Cir-29/2005 dated September 14, 2005 and DNDP/Cir-29/2005 dated January 20, 2006 and CIR/IMD/DF/11/2010 dated August 18, 2010 specified the guidelines pertaining to trading by Mutual Fund in Exchange traded derivatives. All Derivative positions taken in the portfolio would be guided by the following principles:

- i. Position limit for the Fund in index options contracts
- a. The Fund position limit in all index options contracts on a particular underlying index shall be Rs. 500 crore or 15% of the total open interest of the market in index options, whichever is higher per Stock Exchange.
- b. This limit would be applicable on open positions in all options contracts on a particular underlying index.
- ii. Position limit for the Fund in index futures contracts:
- a. The Fund position limit in all index futures contracts on a particular underlying index shall be Rs. 500 crore or 15% of the total open interest of the market in index futures, whichever is higher, per Stock Exchange.
- b. This limit would be applicable on open positions in all futures contracts on a particular underlying index.
- iii. Additional position limit for hedging
In addition to the position limits at point (i) and (ii) above, Fund may take exposure in equity index derivatives subject to the following limits:
- a. Short positions in index derivatives (short futures, short calls and long puts) shall not exceed (in notional value) the Fund's holding of stocks.
- b. Long positions in index derivatives (long futures, long calls and short puts) shall not exceed (in notional value) the Fund's holding of cash, government securities, T-Bills and similar instruments.
- iv. Position limit for the Fund for stock based derivative contracts
The Fund position limit in a derivative contract on a particular underlying stock, i.e. stock option contracts and stock futures contracts, :-

The Scheme will comply with provisions specified in Circular dated August 18, 2010 related to overall exposure limits applicable for derivative transactions as stated below:

- The cumulative gross exposure through equity, debt and derivative positions should not exceed 100% of the net assets of the Scheme.
- Mutual Funds shall not write options or purchase instruments with embedded written options.
- The total exposure related to option premium paid must not exceed 20% of the net assets of the Scheme.
- Cash or cash equivalents with residual maturity of less than 91 days may be treated as not creating any exposure.
- Exposure due to hedging positions may not be included in the above mentioned limits subject to the following
 - Hedging positions are the derivative positions that reduce possible losses on an existing position in securities and till the existing position remains.
 - Hedging positions cannot be taken for existing derivative positions. Exposure due to such positions shall have to be added and treated under limits mentioned in Point 1.
 - Any derivative instrument used to hedge has the same underlying security as the existing position being hedged.
 - The quantity of underlying associated with the derivative position taken for hedging purposes does not exceed the quantity of the existing position against which hedge has been taken
- Mutual Funds may enter into interest rate swaps for hedging purposes. The counter party in such transactions has to be an entity recognized as a market maker by RBI. Further, the value of the notional principal in such cases must not exceed the value of respective existing assets being hedged by the Scheme. Exposure to a single counterparty in such transactions should not exceed 10% of the net assets of the Scheme.
- Exposure due to derivative positions taken for hedging purposes in excess of the underlying position against which the hedging position has been taken, shall be treated under the limits mentioned in point 1.

How the Scheme is different from other Schemes?

The Fund has launched various open ended equity schemes, however ICICI Prudential Equity Income Fund would be positioned as a Hybrid Fund which would combine both the asset classes viz. Equity and Debt to generate risk adjusted returns. The debt component provides regular income to the portfolio which the fund endeavors to distribute through regular monthly dividends while the equity component seeks to generate long term capital appreciation. The Scheme would also engage in arbitrage strategies to benefit from mis-pricings in the market and generate low volatility returns. Arbitrage strategies, along with the debt component, would assist in declaring dividends in the scheme and at the same time help maintain equity tax status for the fund. In this manner the fund endeavors to provide tax efficient risk adjusted returns to investors. In the nature of hybrid scheme having derivative/ arbitrage component, ICICI Prudential Mutual Fund offers ICICI Prudential Balanced Advantage Fund, ICICI Prudential Equity Arbitrage Fund and ICICI Prudential Blended Plan - Plan A, open-ended schemes. The comparison of such schemes with the Scheme is given below:

Features of the Scheme	ICICI Prudential Balanced Advantage Fund	ICICI Prudential Blended Plan – Plan A
Asset Allocation as per SID (in %)	<ul style="list-style-type: none"> Equity & Equity Derivatives (equity hedged exposure)* - 65-100 Debt* - 0-35 <p>#In Equity - Volatility Advantage Fund unhedged equity exposure shall be limited to 80% of the portfolio value. Unhedged equity exposure means exposure to equity shares alone without a corresponding equity derivative exposure. The margin money requirement for the purposes of derivative exposure will be held in the form of Term Deposit * Exposure to the Securitized debt will not exceed 50% of the debt portfolio.</p>	<ul style="list-style-type: none"> Equity and Equity Related securities -65-80 Derivative including Index Futures, Stock Futures, Index Options and Stock Options etc.* - 0-50 Money Market, Debt instruments, securitized debt** - 20-35 <p>** Exposure to the Securitized debt will not exceed 30% of the net assets of the Scheme. * The exposure to derivative shown in the above asset allocation tables is the exposure taken against the underlying equity investments and should not be considered for calculating the total asset allocation. The idea is not to take additional asset allocation with the use of derivatives.</p>
Investment Objective	To provide capital appreciation and income distribution to the investors by using equity derivatives strategies, arbitrage opportunities and pure equity investments.	To provide capital appreciation and income distribution to unit holders by investing in Equity & Equity related securities including derivatives and the balance portion in debt securities.

Features of the Scheme	ICICI Prudential Balanced Advantage Fund	ICICI Prudential Blended Plan – Plan A
Investment Strategy	<p>The fund manager will invest into opportunities available across the market capitalization. The fund manager will use top down approach to identify growth sectors and bottom up approach to identify individual stocks. The AMC shall follow the following investment principles for equity investments:</p> <ul style="list-style-type: none"> Follow the growth investment philosophy looking to invest in companies, which are growing at a rapid pace. Look at valuation matrix, invest in companies which are available at attractive valuations on the price to earnings growth basis. Buy good companies at good prices and not at expensive prices. Seek a diversified portfolio across various sectors to mitigate the concentration risk. 	<p>The Scheme would look for opportunities in the equity market by direct investment in Spot as well as Forward Market on a market neutral basis. The Equity exposure will be hedged in the futures market to earn the positive cost of carry / arbitrage.</p> <p>Arbitrage between Spot & Forward market. (Only one way as funds are not allowed to short in the cash market). The Scheme under the scheme would look for market opportunities between the spot and the futures market.</p>
Quarterly Average Assets under Management (As at September 30, 2014) (Rs. in crore)	3122.06	855.05
No. of folios as on September 30, 2014	99,499	2,328

Features of the Scheme	ICICI Prudential Equity – Arbitrage Fund	ICICI Prudential Equity Income Fund (Proposed Scheme)																				
Asset Allocation as per SID (in %)	<ul style="list-style-type: none"> Equity & Equity Derivatives (equity hedged exposure)* - 65-80 Debt* - 20-35 <p># In Equity - Arbitrage Fund, unhedged equity exposure shall be limited to 5% of the overall portfolio. Unhedged equity exposure means exposure to equity shares alone without a corresponding equity derivative exposure. The margin money requirement for the purposes of derivative exposure will be held in the form of Term Deposit.</p> <p>* Exposure to the Securitized debt will not exceed 50% of the debt portfolio.</p>	<ul style="list-style-type: none"> Equity & Equity related instruments - 65-75 Derivative including Index Futures, Stock Futures, Index Options, Stock Options etc.* - 30-50 Debt, Money market instruments & Cash[§] - 25-40 <p>*The exposure to derivative shown in the above asset allocation tables would normally be the exposure taken against the underlying equity investments and in such case, exposure to derivative will not be considered for calculating the gross exposure. The net long equity exposures will be between 20% to 40% of the net assets of the Scheme. This net long equity exposures is aimed to gain from potential capital appreciation and thus is a directional equity exposure which will not be hedged.</p> <p>§Including securitized debt of up to 50% of debt portfolio.</p>																				
Investment Objective	To generate low volatility returns by using arbitrage and other derivative strategies in equity markets and investments in short-term debt portfolio.	The Scheme seeks to generate regular income through investments in fixed income securities and using arbitrage and other derivative Strategies. The Scheme also intends to generate long-term capital appreciation by investing a portion of the Scheme's assets in equity and equity related instruments. However there can be no assurance that the investment objectives of the scheme will be realized.																				
Investment Strategy	The Scheme will endeavour to generate return by investing in various equity derivative strategies, pure equity investments and fixed income investments. The plan will strive to minimize volatility of returns by predominantly using equity derivative strategies. The plan will seek to ensure safety of principal by minimizing credit risk by investing in investment grade instruments.	<p>In a scenario where Equity markets are attractive, the Scheme would exploit such opportunities with increased equity participation. In Such a scenario the indicative asset allocation could be like:</p> <table border="1"> <thead> <tr> <th>Asset Allocation</th> <th>Indicative Percentage Allocation</th> </tr> </thead> <tbody> <tr> <td>Equity (a)</td> <td>40</td> </tr> <tr> <td>Equity Arbitrage (b)</td> <td>30</td> </tr> <tr> <td>Total Equity (a+b)</td> <td>70</td> </tr> <tr> <td>Debt</td> <td>30</td> </tr> </tbody> </table> <p>In a scenario where equity markets are expensive, the Scheme would reduce the equity participation and actively use arbitrage and cash to hedge the portfolio and generate low volatility returns. In Such a scenario the indicative allocation could be like:</p> <table border="1"> <thead> <tr> <th>Asset Allocation</th> <th>Indicative Percentage Allocation</th> </tr> </thead> <tbody> <tr> <td>Equity (a)</td> <td>20</td> </tr> <tr> <td>Equity Arbitrage (b)</td> <td>50</td> </tr> <tr> <td>Total Equity (a+b)</td> <td>70</td> </tr> <tr> <td>Debt</td> <td>30</td> </tr> </tbody> </table> <p>However the above-mentioned scenarios are only indicative in nature and may vary from time to time within the overall asset allocation of the scheme.</p>	Asset Allocation	Indicative Percentage Allocation	Equity (a)	40	Equity Arbitrage (b)	30	Total Equity (a+b)	70	Debt	30	Asset Allocation	Indicative Percentage Allocation	Equity (a)	20	Equity Arbitrage (b)	50	Total Equity (a+b)	70	Debt	30
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Quarterly Average Assets under Management (As at September 30, 2014) (Rs. in crore)	894.62	Since the scheme is a new scheme, this is not available.																				
No. of folios as on September 30, 2014	7,005	Since the scheme is a new scheme, this is not available.																				

RISK PROFILE OF THE SCHEME:

Mutual Fund Units involve investment risks including the possible loss of principal. Please read the SID carefully for details on risk factors before investment. Scheme Specific Risk Factors summarized below.

Scheme Specific Risk Factors and Risk Management Strategies:

In general, investment in the scheme may be affected by risks associated with equities and fixed income securities. There could be time Periods when securities may underperform relative to other stocks in the market. This could impact performance. The Scheme retains the flexibility to hold from time to time relatively more concentrated investments in a few

sectors as compared to plain diversified equity funds. This may make the Scheme vulnerable to factors that may affect these sectors in specific and may be subject to a greater level of market risk leading to increased volatility in the Scheme's NAV.

Risk management strategies: The Fund by utilizing a holistic risk management strategy will endeavour to manage risks associated with investing in debt and equity markets. The risk control process involves identifying & measuring the risk through various risk measurement tools. The Fund has identified following risks of investing in equity and debt and designed risk management strategies, which are embedded in the investment process to manage such risks.

Risks associated with Equity investment	
Risks and description	Risk mitigation strategy
Concentration Risk: Concentration risk represents the probability of loss arising from heavily lopsided exposure to a particular group of sectors or securities.	The Scheme will try and mitigate this risk by investing in sufficiently large number of companies (and across sectors) so as to maintain optimum diversification and keep stock-specific concentration risk relatively low.
Market Risk: The scheme is vulnerable to movements in the prices of securities invested by the scheme, which could have a material bearing on the overall returns from the scheme.	Market risk is a risk which is inherent to an equity scheme. The Scheme may use derivatives to limit this risk.
Liquidity Risk: The liquidity of the Scheme's investments is inherently restricted by trading volumes in the securities in which it invests.	As such the liquidity of stocks that the fund invests into could be relatively low. The fund will try to maintain a proper asset-liability match to ensure redemption / Maturity payments are made on time and not affected by illiquidity of the underlying stocks.
Derivatives Risk: As and when the Scheme trades in the derivatives market there are risk factors and issues concerning the use of derivatives since derivative products are specialized instruments that require investment techniques and risk analysis different from those associated with stocks and bonds.	Derivatives will be used for the purpose of hedging/portfolio balancing purposes or to improve performance and manage risk efficiently. Derivatives will be used in the form of Index Options, Index Futures, Stock Options and Stock Futures and other instruments as may be permitted by SEBI. All derivatives trade will be done only on the exchange with guaranteed settlement. No OTC contracts will be entered into.
Currency Risk: The Scheme may invest in foreign securities as permitted by the concerned regulatory authorities in India. Since the assets may be invested in securities denominated in foreign currency, the INR equivalent of the net assets, distributions and income may be adversely affected by changes / fluctuations in the value of the foreign currencies relative to the INR.	The Scheme may employ various measures (as permitted by SEBI/RBI) including but not restricted to currency hedging (such as currency options and forward currency exchange contracts, currency futures, written call options and purchased put options on currencies and currency swaps), to manage foreign exchange movements arising out of investment in foreign securities. All currency derivatives trade, if any will be done only through the stock exchange platform.

Risks associated with with Debt investment	
Risks and description	Risk mitigation strategy
Market Risk/ Interest Rate Risk: As with all debt securities, changes in interest rates may affect the Scheme's Net Asset Value as the prices of securities generally increase as interest rates decline and generally decrease as interest rates rise. Prices of long-term securities generally fluctuate more in response to interest rate changes than do short-term securities. Indian debt markets can be volatile leading to the possibility of price movements up or down in fixed income securities and thereby to possible movements in the NAV.	In a rising interest rates scenario the scheme may increase its investment in money market securities whereas if the interest rates are expected to fall the allocation to debt securities with longer maturity may be increased thereby mitigating risk to that extent.
Liquidity or Marketability Risk: This refers to the ease with which a security can be sold at or near to its valuation yield-to-maturity (YTM).	The Scheme may invest in government securities, corporate bonds and money market instruments. While the liquidity risk for government securities, money market instruments and short maturity corporate bonds may be low, it may be high in case of medium to long maturity corporate bonds. Liquidity risk is today characteristic of the Indian fixed income market. The fund will however, endeavour to minimize liquidity risk by investing in securities having a liquid market.
Credit Risk: Credit risk or default risk refers to the risk that an issuer of a fixed income security may default (i.e., will be unable to make timely principal and interest payments on the security).	Management analysis will be used for identifying company specific risks. In order to assess financial risk a detailed assessment of the issuer's financial statements will be undertaken to review its ability to undergo stress on cash flows and asset quality. A detailed evaluation of accounting policies, off-balance sheet exposures, notes, auditors' comments and disclosure standards will also be made to assess the overall financial risk of the potential borrower. In case of securitized debt instruments, the fund will ensure that these instruments are sufficiently backed by assets.

Reinvestment Risk: This risk refers to the interest rate levels at which cash flows received from the securities in the Scheme are reinvested. The additional income from reinvestment is the "interest on interest" component. The risk is that the rate at which interim cash flows can be reinvested may be lower than that originally assumed.	Reinvestment risks will be limited to the extent of coupons received on debt instruments, which will be a very small portion of the portfolio value.
Derivatives Risk: As and when the Scheme trades in the derivatives market there are risk factors and issues concerning the use of derivatives that Investors should understand. Derivative products are specialized instruments that require investment techniques and risk analysis different from those associated with stocks and bonds. There is the possibility that a loss may be sustained by the portfolio as a result of the failure of another party (usually referred to as the "counter party") to comply with the terms of the derivatives contract. Other risks in using derivatives include the risk of mis-pricing or improper valuation of derivatives and the inability of derivatives to correlate perfectly with underlying assets, rates and indices.	The fund may invest in derivative instruments for portfolio balancing and hedging purposes. Interest Rate Swaps will be done with approved counter parties under pre-approved ISDA agreements. Mark to Market of swaps, netting off of cash flow and default provision clauses will be provided as per international best practice on a reciprocal basis. Interest rate swaps and other derivative instruments will be used as per local (RBI and SEBI) regulatory guidelines.

PLANS/ OPTIONS UNDER THE SCHEME:

Plans	Direct Plan and Regular Plan
Default Plan (if no plan selected)	a) If broker code is not mentioned the default plan is Direct Plan b) If broker code is mentioned the default plan is Regular Plan
Default Plan (in certain circumstances)	<ul style="list-style-type: none"> If Direct Plan is opted, but ARN code is also stated, then application would be processed under Direct Plan If Regular Plan is opted, but ARN code is not stated, then the application would be processed under Direct Plan
Options/sub-options	Cumulative Option, AEP Option (Appreciation and Regular) and Dividend Option (Dividend Payout and Reinvestment facility)
Default Option	Cumulative Option
Default Sub-Option	Dividend Re-investment

In case neither distributor code is mentioned nor 'Direct Plan' is selected in the application form, the application will be processed under the 'Direct Plan'.

Investors under the Scheme have two plans, Regular Plan and Direct Plan. Direct Plan is only for investors who purchase /subscribe Units in a Scheme directly with the Fund.

Dividend option shall have Dividend Payout and Dividend Reinvestment facility with Dividend Reinvestment as default facility. Dividend Payout and Dividend Re-investment facility will have monthly, Quarterly and Half yearly frequencies.

The investors opting for Dividend option may choose to reinvest the dividend to be received by them in additional Units of the Scheme. Under this provision, the dividend due and payable to the Unit holders will compulsorily and without any further act by the Unit holders be reinvested in the Scheme. On reinvestment of dividends, the number of units to the credit of unit holder will increase to the extent of the amount of dividend reinvested divided by the applicable NAV.

No exit load shall be charged on units allotted on reinvestment of dividend.

The Trustees reserve the right to declare dividends under the dividend option of the Scheme depending on the net distributable surplus available under the Scheme. It should, however, be noted that actual distribution of dividends and the frequency of distribution will depend, inter-alia, on the availability of distributable surplus and will be entirely at the discretion of the Trustee.

APPLICABLE NAV

For Purchases and switch ins:

Amount of Rs.2 lakh and above:

In respect of purchase of units of any scheme of the fund, the closing NAV of the day on which the funds are available for utilization shall be applicable for application amounts equal to or more than Rs. 2 lakh.

Hence, subject to compliance with the time-stamping provisions as contained in the Regulations, units in schemes, with subscription of Rs. 2 lakh and above, shall be allotted based on the NAV of the day on which the funds are available for utilization before the applicable cut-off time.

Amount is less than Rs.2 lakh:

In respect of valid applications received upto the cut-off time, by the Mutual Fund along with a local cheque or a demand draft payable at par at the place where the application is received, the closing NAV of the day on which application is received shall be applicable.

In respect of valid applications received after the cut-off time, by the Mutual Fund along with a local cheque or a demand draft payable at par at the place where the application is received, the closing NAV of the next business day shall be applicable.

Applicable NAV (for redemptions including switch outs): In respect of valid applications received upto 3.00 pm on a business day by the Mutual Fund, same day's closing NAV shall be applicable. In respect of valid applications received after the cut off time by the Mutual Fund, the closing NAV of the next business day.

Cut-off time is 3:00 pm or any other time as specified by SEBI.

Investors can also subscribe to the New Fund Offer (NFO) through ASBA facility.

Outstation Cheques/Demand Drafts will not be accepted.

MICR cheques will be accepted till the end of business hours upto December 02, 2014.

Transfer cheques and Real Time Gross Settlement (RTGS) will be accepted till the end of business hours upto December 02, 2014.

Switch-in requests from equity Schemes and non-equity Schemes will be accepted upto December 02, 2014 till the cutoff time applicable for switches.

Switch-in request from ICICI Prudential US Bluechip Equity Fund and ICICI Prudential Global Stable Equity Fund will not be accepted.

MINIMUM APPLICATION AMOUNT:

Purchase/Switch-ins: Rs. 5,000/- and in multiples of Re. 1 thereafter.

MINIMUM ADDITIONAL APPLICATION AMOUNT:

Purchase/Switch-ins: Rs. 1,000/- and in multiples of Re. 1 thereafter.

MINIMUM SIP APPLICATION AMOUNT

Rs. 1,000/- or multiples of Re.1 thereof with minimum of 5 post-dated cheques for a minimum of Rs. 1000, for a block of 5 months in advance. Investors can subscribe through SIP by using Auto Debit/Standing Instruction facilities offered by the Banks.

Quarterly SIP is also available with minimum of Rs. 5000 per installment and minimum of 4 installments. (For NFO, SIP through cheque is not permitted)

DISPATCH OF REDEMPTION REQUEST:

As per the Regulations, the Fund shall dispatch redemption proceeds within 10 working days of receiving the redemption request.

BENCHMARK INDEX:

The Benchmark for the scheme would be a combination of 30% CNX Nifty + 40% CRISIL Liquid Fund Index + 30% CRISIL Short Term Bond Fund Index.

The Trustees reserve the right to change the benchmark in future if a benchmark better suited to the investment objective of the Scheme is available.

DIVIDEND POLICY:

The Trustees reserve the right to declare dividends under the dividend option of the Scheme depending on the net distributable surplus available under the Scheme. It should, however, be noted that actual distribution of dividends and the frequency of distribution will depend, inter-alia, on the availability of distributable surplus and will be entirely at the discretion of the Trustee.

NAME OF THE FUND MANAGERS:

Equity Portion - Jointly by Mr. Sankaran Naren and Mr. Chintan Haria

Debt Portion - Mr. Manish Banthia

Mr. Shalaya Shah (For investments in ADR/GDR and other foreign securities)

NAME OF THE TRUSTEE COMPANY:

ICICI Prudential Trust Limited

PERFORMANCE OF THE PLANS UNDER THE SCHEME: This Scheme is a new Scheme and does not have any performance track record.

EXPENSES OF THE PLANS UNDER THE SCHEME:

Load Structure:

Entry load: Not applicable. In terms of SEBI circular no. SEBI/IMD/CIR No. 4/168230/09 dated June 30, 2009, no entry load will be charged by the Scheme to the investors with effect from August 01, 2009. Upfront commission shall be paid directly by the investor to the AMFI registered distributor's based on the investor's assessment of various factors including the service rendered by the distributor.

Exit load:

a) If the amount sought to be redeemed/switched-out upto 18 months from the date of allotment - 1% of the applicable NAV

b) If the amount sought to be redeemed/switched-out for more than 18 months from the date of allotment - NIL

However, the Trustee shall have a right to prescribe or modify the exit load structure with prospective effect subject to a maximum prescribed under the Regulations.

Recurring Expenses:

As per the Regulations, the maximum recurring expenses as stated below can be charged to the Scheme.

First Rs. 100 crore	Next Rs. 300 crore	Next Rs. 300 crore	Over Rs. 700 crore
2.50%	2.25%	2.00%	1.75%

The above table excludes additional expenses that can be charged towards: i) 20 bps under the Regulation 52(6A)(c), ii) 30 bps for gross new inflows from specified cities and iii) service tax on investment management and advisory fees. The same is more specifically elaborated below.

Pursuant to SEBI circular no. CIR/IMD/DF/21/2012 dated September 13, 2012 and SEBI (Mutual Funds) Second Amendment Regulations, 2012, following additional costs or expenses may be charged to the scheme, namely:

- (i) The AMC may charge service tax on investment and advisory fees to the Scheme of the Fund in addition to the maximum limit of total expenses ratio as prescribed in Regulation 52 of the Regulations, whereas service tax on other than investment and advisory fees, if any, shall be borne by the scheme within the maximum limit as per regulation 52 of the Regulations.
- (ii) expenses not exceeding of 0.30 per cent of daily net assets, if the new inflows from such cities as specified by the Securities and Exchange Board of India, from time to time are at least –

- 30 per cent of the gross new inflows into the Scheme, or;
- 15 per cent of the average assets under management (year to date) of the Scheme, whichever is higher;

Provided that if inflows from such cities are less than the higher of the above, such expenses on daily net assets of the Scheme shall be charged on proportionate basis;

Provided further that expenses charged under this clause shall be utilized for distribution expenses incurred for bringing inflows from such cities;

Provided further that amount incurred as expense on account of inflows from such cities shall be credited back to the Scheme in case the said inflows are redeemed within a period of one year from the date of investment.

- (iii) Additional expenses, incurred towards different heads mentioned under sub-regulations (2) and (4) of Regulation 52 of the Regulations, not exceeding 0.20 per cent of daily net assets of the Scheme.

At least 2 basis points on daily net assets within the maximum limit of overall expense Ratio shall be annually set apart for investor education and awareness initiatives.

Further, the brokerage and transaction cost incurred for the purpose of execution of trade may be capitalized to the extent of 12 bps and 5 bps for cash market transactions and derivative transactions respectively. Any payment towards brokerage and transaction cost, over and above the said 12 bps and 5 bps for cash market transactions and derivatives transactions respectively may be charged to the scheme within the maximum limit of Total Expense Ratio as prescribed under regulation 52 of the SEBI (Mutual Funds) Regulations, 1996. Service tax on brokerage and transaction cost paid for execution of trade, if any, shall be within the limit prescribed under regulation 52 of the Regulations.

The expenses are fungible within the overall maximum limit prescribed under SEBI (Mutual Funds) Regulations. This means that mutual fund can charge expenses within overall limits, without any internal cap on the expenses head.

Subject to Regulations, expenses over and above the prescribed limit shall be borne by the Asset Management Company.

ACTUAL EXPENSES FOR THE PREVIOUS FINANCIAL YEAR:

Not Applicable as the Scheme is new.

WAIVER OF LOAD FOR DIRECT APPLICATIONS:

Not applicable.

TAX BENEFITS OF INVESTING IN THE MUTUAL FUND:

Investors are advised to refer to Statement of Additional Information (SAI) available on the website of AMC viz; icicipruamc.com and also independently refer to the tax advisor.

PUBLICATION OF DAILY NET ASSET VALUE (NAV):

The AMC will calculate and disclose the first NAV within 5 business days from the date of allotment. Subsequently, the NAV will be calculated and disclosed by 9.00 p.m. on every business day. NAV shall be published at least in two daily newspapers having circulation all over India. NAV shall be made available at all Customer Service Centers of the AMC. AMC shall update the NAVs on the website of Association of Mutual Funds in India - AMFI (www.amfiindia.com) and AMC website (www.icicipruamc.com) by 9:00 p.m. on every Business Day.

FOR INVESTOR GRIEVANCES PLEASE CONTACT:

Name and Address of Registrar	Name, address, telephone number, fax number, e-mail address of ICICI Prudential Mutual Fund
Computer Age Management Services Private Limited (CAMS) New No 10. Old No. 178, Opp. to Hotel Palm Grove, MGR Salai (K.H. Road), Chennai - 600 034	Mr. Yatin Suvarna - Investor Relations Officer, 2 nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon, Mumbai - 400 063 Tel No.: 022-26852000, Fax No.: 022-2686 8313 e-mail: enquiry@icicipruamc.com

UNITHOLDERS' INFORMATION:

The AMC shall disclose portfolio of various Plans on the website www.icicipruamc.com alongwith ISIN on a monthly basis as on last day of each month, on or before tenth day of the succeeding month.

The Fund shall before the expiry of one month from the close of each half year, that is as on March 31 and September 30, publish its scheme portfolios in one English daily newspaper having all India circulation and in a newspaper published in the language of the region where the Head Office of the AMC is situated in the prescribed format and update the same on AMC's website at www.icicipruamc.com and AMFI's website www.amfiindia.com.

In terms of Regulations 59 and SEBI circular no. CIR/IMD/DF/21/2012 dated September 13, 2012, the AMC shall host the half-yearly financial statements of schemes of the Fund on its website and publish a notice in the newspapers regarding the availability of the same.

It is hereby notified that wherever the investor(s) has/have provided his/their e-mail address in the application form in any of the folio belonging to the investor(s), the Fund/ Asset Management Company reserves the right to use Electronic Mail (e-mail) as a default mode to send various communication for transactions done by the investor(s).

TRANSACTION CHARGES

Pursuant to SEBI Circular No. Cir/IMD/DF/13/2011 dated August 22, 2011 the transaction charge per subscription of Rs.10,000/- and above may be charged in the following manner:

- i. **The existing investors may be charged Rs. 100/- as transaction charge per subscription of Rs.10,000/- and above;**
- ii. **A first time investor may be charged Rs.150/- as transaction charge per subscription of Rs.10,000/- and above.**

There shall be no transaction charge on subscription below Rs. 10,000/- and on transactions other than purchases/ subscriptions relating to new inflows.

In case of investment through Systematic Investment Plan (SIP), transaction charges shall be deducted only if the total commitment through SIP amounts to Rs. 10,000/- and above. The transaction charges in such cases shall be deducted in 4 equal installments.

However, the option to charge "transaction charges" is at the discretion of the distributors. Investors may note that distributors can opt to receive transaction charges based on 'type of the Scheme'. Accordingly, the transaction charges would be deducted from the subscription amounts, as applicable.

The aforesaid transaction charge shall be deducted by the Asset Management Company from the subscription amount and paid to the distributor, as the case may be and the balance amount shall be invested subject to deduction of service tax.

However, upfront commission to distributors will be paid by the investor directly to the distributor, based on his assessment of various factors including the service rendered by such distributor.

Transaction Charges shall not be deducted if:

- Purchase/Subscription made directly with the fund through any mode (i.e. not through any distributor/agent).
- Purchase/ subscription made through stock Exchange, irrespective of investment amount.

CAS/ Statement of account shall state the net investment (i.e. gross subscription less transaction charge) and the number of units allotted against the net investment.

CONSOLIDATED ACCOUNT STATEMENT (CAS):

1. The Consolidated Account Statement (CAS) for each calendar month will be issued on or before tenth day of succeeding month to the investors who have provided valid Permanent Account Number (PAN). Due to this regulatory change, AMC shall now cease to send physical account statement to the investors after every financial transaction** including systematic transactions. Further, CAS will be sent via email where any of the folios consolidated has an email id or to the email id of the first unit holder as per KYC records.
**The word 'financial transaction' shall include purchase, redemption, switch, dividend payout, dividend reinvestment, systematic investment plan, systematic withdrawal plan, systematic transfer plan and bonus transactions.
2. For folios not included in the Consolidated Account Statement (CAS), the AMC shall henceforth issue account statement to the investors on a monthly basis, pursuant to any financial transaction in such folios on or before tenth day of succeeding month. In case of a New Fund Offer Period (NFO), the AMC shall send confirmation specifying the number of units allotted to the applicant by way of a physical account statement or an email and/or SMS's to the investor's registered address and/or mobile number not later than five business days from the date of closure of the NFO.
3. In case of a specific request received from the unit holder, the AMC shall provide the account statement to the investors within 5 business days from the receipt of such request.
4. In the case of joint holding in a folio, the first named Unit holder shall receive the CAS/ account statement. The holding pattern has to be same in all folios across Mutual Funds for CAS.

Further, in case if no transaction has taken place in a folio during the period of six months ended September 30 and March 31, the CAS detailing the holdings across all Schemes of all mutual funds, shall be emailed at the registered email address of the unitholders on half yearly basis, on or before tenth day of succeeding month, unless a specific request is made to receive the same in physical form.

In case of the units are held in dematerialized (demat) form, the statement of holding of the beneficiary account holder will be sent by the respective Depository Participant periodically. The AMC reserve the right to furnish the account statement in addition to the CAS, if deemed fit in the interest of investor(s).

MAILING OF SCHEME WISE ANNUAL REPORT OR ABRIDGED SUMMARY :

Pursuant to Securities and Exchange Board of India (Mutual Funds) (Amendments) Regulations, 2011 dated August 30, 2011 read with SEBI circular No. Cir/IMD/DF/16/2011 dated September 8, 2011, the unit holders are requested to note that scheme wise annual report and/or abridged summary of annual reports of the Schemes of the Fund shall be sent to the unit holders only by email at their email address registered with the Fund.

Physical copies of the annual report or abridged summary of annual reports will be sent to those Unit holders whose email address is not available with the Fund and/or who have specifically requested or opted for the same.

The unit holders are requested to update/ provide their email address to the Fund for updating the database.

Physical copy of the scheme wise annual report or abridged summary will be available to the unit holders at the registered office of the Fund/AMC. A separate link to scheme annual report or abridged summary is available on the website of the Fund.

As per regulation 56(3) of the Regulations, copy of Schemewise Annual Report shall be also made available to unitholder on payment of nominal fees. Further as per Securities and Exchange Board of India (Mutual Funds) (Third Amendment) Regulations, 2008 Notification dated September 29, 2008 & SEBI Circular No. SEBI/IMD/CIR No. 10/141712/08 October 20, 2008, the schemewise Annual Report of a mutual fund or an abridged summary shall be mailed to all unitholders as soon as may be possible but not later than four months from the date of closure of the relevant accounts year.

CASH INVESTMENTS IN THE SCHEME:

Pursuant to SEBI circulars dated September 13, 2012 and May 22, 2014 it is permitted to accept cash transactions to the extent of Rs. 50,000/- subject to compliance with Prevention of Money Laundering Act, 2002 and Rules framed there under and the SEBI Circular(s) on Anti Money Laundering (AML) and other applicable AML rules, regulations and guidelines. Provided that the limit shall be applicable per investor for investments done in a financial year across all schemes of the Mutual Fund, subject to sufficient systems and procedures in place for such acceptance. However any form of repayment either by way of redemption, dividend, etc. with respect to such cash investment shall be paid only through banking channel.

The Asset Management Company is in process of implementing adequate systems and controls to accept Cash Investment in the Scheme. Information in this regard will be provided to Investors as and when the facility is made available.

Note: The Scheme under this document was approved by the Directors of ICICI Prudential Trust Limited vide resolution passed by circulation dated July 26, 2014. The Trustees have ensured that ICICI Prudential Equity Income Fund approved by them is a new product offered by ICICI Prudential Mutual Fund and is not a minor modification of the exiting Scheme/fund/ product.

For and on behalf of the Board of Directors of
ICICI Prudential Asset Management Company Limited
Sd/-

Nimesh Shah
Managing Director

Place : Mumbai
Date : November 05, 2014

INSTRUCTIONS

I. GENERAL INSTRUCTIONS

- The application form is for Resident Investors/NRIs/FIIs and should be completed in English in **BLOCK** Letters.
- The application form number, the scheme name and the name of the applicant should be mentioned on the reverse side of the instrument (Cheque, Demand Draft etc) that accompanies the application.
- The Application completed in all respects along with the cheque / demand draft must be submitted to the nearest Customer Service Centre. Applications incomplete in any respect or not accompanied by a cheque or demand draft for the amount payable are liable to be rejected and the money paid, if any, will be refunded without interest.
- No receipt will be issued for the application money. The Customer Service Centers will stamp and return the acknowledgement slip in the application form, to acknowledge receipt of the application.
- Investors are advised to retain the acknowledgement slip signed/stamped by the collection centre where they submit the application.
- If you are a new investor and wish to apply for SIP through Auto Debit by way of Electronic Clearing Service (ECS) or Standing Instructions to your bank account, you are required to fill in the respective form, in addition to the Common Application Form.
- The investors who wish to avail Systematic Withdrawal Plan (SWP) / Systematic Transfer Plan (STP) / Dividend Transfer Plan (DTP) / Trigger/ Entry Trigger / Liquity facilities must fill in the Smart Features form in the Common Application Form or the respective transactions slips available in any of the ICICI Prudential Mutual Fund Customer Service Centres.
- In case of corrections / overwriting on key fields (as may be determined at the sole discretion of the AMC) of the application forms/transaction slips, the AMC reserves the right to reject the application forms/transaction slips, in case the investor(s) has/have not countersigned in every place where such corrections/overwriting has/have been made.
- As required under applicable regulations, additional details like status, occupation details, gross annual income, net worth and other details as mentioned in the relevant sections of the application form are mandatory for all applicants as applicable, including joint holders. Details of net worth are mandatory for Non Individual applicants and optional for Individual applicants in lieu of gross annual income. While providing details of net worth, the same should be of a date which is within one year of the application.
- Applications are liable to be rejected without any intimation to the applicants, if requirement under "KYC details" are not complied with/filled by all the applicants, KYC acknowledgement is not enclosed or any of the additional details are not mentioned for any of the applicant.

II. UNITHOLDERS INFORMATION

- Existing Unit-holders:** If you have an existing folio with KYC validation, please mention the Folio Number in **Step 1** and proceed to **Step 3** in the application form. Please note that the applicable details and mode of holding will be as per the existing folio. Partial Demat of units is not allowed

b) New Applicant

- Name and address must be given in full (P.O. Box Address is not sufficient). In the case of NRI/PIO/FII investors, an overseas address must also be provided.
- Name of the guardian alongwith relationship must be mentioned, if the investments are being made on behalf of a minor. Guardian of the minor should either be a natural guardian (i.e. father or mother) or a court appointed legal guardian. Joint holding is not allowed, if the first applicant is minor.

In case of investment in the name of a minor, the registered guardian in the bank account of the minor should be the same guardian as mentioned in the folio/application (Parent/ Court Appointed). This will ensure seamless payment of redemption/dividend amount to the minor's account.

In case of a minor, it is mandatory to submit photocopy of any one of the following towards proof of date of birth at the time of initial investment :

- Birth certificate of minor, or
- School leaving certificate / Mark sheet issued by Higher Secondary Board of respective states , ICSE , CBSE etc, containing the minor's date of birth, or
- Passport of minor
- Any other suitable proof evidencing the date of birth of the minor.

In case of natural guardian, a document evidencing the relationship has to be submitted, if the same is not available as part of the documents submitted as proof of date of birth of the minor applicant.

In case of court appointed legal guardian- a notarised photo copy of the court order should be submitted alongwith the application.

3. Minor Attaining Majority - Status Change:

On minor attaining majority, the unit holder shall submit a letter along with the documents as mentioned below:

- A signed request form to change account status from minor to major duly filled containing details like name of the major, folio no. etc.
- New Bank Mandate.
- Signature of major attested by manager of schedule bank/ bank certificate/ letter.
- KYC and PAN of the major.

Guardian name and details will be deleted on change of Tax status from Minor to Major. The standing instruction including SIP, STP and SWP will be registered only till the date of minor attaining majority, though the instructions may be for a period beyond that date.

- In case of an application under Power of Attorney (PoA) or by a Limited Company, Body Corporate, Registered Society, Trust or Partnership etc., the relevant Power of Attorney or the relevant resolution or authority to make the application as the case may be, or duly certified copy thereof, along with the Memorandum and Articles of Association / bye-laws must be lodged along with the application form.

Power of Attorney (POA): In case an investor has issued Power of Attorney (POA) for making investments, switches, redemptions etc., under his/her folio, both the signature of the investor and the POA holder have to be clearly captured in the POA document, to be accepted as a valid document. At the time of making redemption / switches the fund would not be in a position to process the transaction unless, PoA holder's signature is available in the PoA or proof of identity along with signature is produced along with the PoA.

- PAN is mandatory:** As per SEBI Circular MRD/Dop/Cir/-05/2007 dated April 27, 2007 Permanent Account Number (PAN) has been made the sole identification number for all participants transacting in the securities market, irrespective of the amount of transaction, w.e.f. July 02, 2007. PAN is mandatory for all mutual fund investments w.e.f. 1st January, 2008. Accordingly, any application not accompanied with the PAN is liable to be rejected except for investors who are exempted from PAN requirement, please refer to KYC Form for exemption of PAN requirement.

- Applicants should indicate their status by ticking the appropriate check-box. Applications without a tick in the 'Status' box will be considered as investment by "Others". Those who select the status as "Others", they should specify their status in the space provided.

- Applicants should specify the mode of holding. In case it is not mentioned, the default will be "anyone or survivor". In the case of joint holders, the first named holder shall receive all the Account Statements, dividends / redemptions / refund warrants and any other correspondence sent from time to time.
- Name of a contact person should be mentioned in case of the investment by a Company/Body Corporate/Partnership Firm/Trust/Foreign Institutional Investors (FIIs)/Society/AOP/BOI.
- In case of fresh/additional purchases, if the name of the Scheme on the application form/transaction slip differs with the name on the Cheque/Demand Draft, then the AMC will allot units under the Scheme mentioned on the payment instrument. In case of fresh/additional purchases, if the Scheme name is not mentioned on the application form/transaction slip, then the units will be allotted under the Scheme mentioned on the Cheque/Demand Draft. The Plan/Option that will be considered in such cases if not specified by the customer will be the default option of the Scheme as per the Scheme Information Document. However, in case additional purchase is under the same scheme as fresh purchase, then the AMC reserves the right to allot units in the option under which units were allotted at the time of fresh purchase.

III. BANK DETAILS

The first Unit-holder should provide the name of the bank, branch, complete address of the branch, account type and account number, which is mandatory as per Securities Exchange Board of India circular IAMRP/MF/CIR/07/826/98 dated April 15, 1998. Applications without this information will be deemed to be incomplete. An investor at the time of purchase of units must provide the details of the pay-out bank account (i.e. account into which redemption / dividend proceeds are to be paid) in Section 3 in the Application Form. Please quote 9 Digit MICR Code No. and 11 Digit IFSC code of your Bank and Branch corresponding to Bank Account details. (This number appears on every leaf of your cheque book). The AMC reserves the right to make dividend/redemption payments through ECS/NFT/RTGS where details are available.

Investors/Unit Holders are requested to note that any one of the following documents shall be submitted, if cheque provided alongwith fresh subscription/new folio creation does not belong to bank mandate in Section 3 in the Application Form.

- Original cancelled cheque having the First Holder Name printed on the cheque.
- Original bank statement reflecting the First Holder Name, Bank Account Number and Bank Name as specified in the application.
- Photocopy of the bank statement duly attested by the bank manager with designation, employee number and bank seal.
- Photocopy of the bank pass book duly attested by the bank manager with designation, employee number and bank seal.
- Photocopy of the bank statement/passbook/cheque duly attested by the AMC branch officials after verification of original bank statement/passbook shown by the investor or their representative.
- Confirmation by the bank manager with seal, designation and employee number on the bank's letter head confirming the investor details and bank mandate information.

Please note for unit holder opting to invest in demat, please ensure that the bank account linked with the demat account is mentioned in the application form.

Maturity payment or dividend payment would be made as per the bank account details available in BENPOS file.

Multiple Bank Account Registration: The AMC/ Mutual Fund provides a facility to the investors to register multiple bank accounts (currently upto 5 for Individuals and 10 for Non – Individuals) for receiving redemption/dividend proceeds etc. by providing necessary documents. Investors must specify any one account as the "Default Bank Account". The investor, may however, specify any other registered bank account for credit of redemption proceeds at the time of requesting for the redemption. Investors holding units in non-demat form are requested to avail the facility of registering multiple bank accounts by filling in the 'Multiple Bank Accounts Registration Form' available at our Investor Service Centres (ISCs) or on our website www.iciciramuamc.com.

Change of Bank Mandate: With effect from October 25, 2011, the request for change of bank (COB) shall be submitted along with the original cancelled cheque of the new bank with the investor name mentioned on the cheque or copy of the bank statement/pass book duly attested by the new Bank, evidencing the name and bank account details of the investor.

IV. INVESTMENT DETAILS

- Introduction of Direct Plan:-** The AMC has introduced a separate plan for direct investments (i.e. investments not routed through an AMFI Registration Number (ARN) Holder ("Distributor") (hereinafter referred to as "Direct Plan") with effect from January 1, 2013 ("Effective Date").

Direct Plan is only for investors who purchase /subscribe Units in a Scheme directly with the Fund and is not available for investors who route their investments through a Distributor.

Investors subscribing under Direct Plan of the Scheme should indicate the Scheme name in the application form as "ICICI Prudential Equity Income Fund - Direct Plan". Investors should also indicate "Direct" in the ARN column of the application form. However, in case Distributor code is mentioned in the application form, but "Direct Plan" is indicated against the Scheme name, the Distributor code will be ignored and the application will be processed under Direct Plan.

Please note, where application is received for Regular Plan without Distributor code or "Direct" mentioned in the ARN Column, the application will be processed under Direct Plan.

b) PLANS / OPTIONS UNDER THE SCHEME:

Plans	Direct Plan and Regular Plan
Default Plan (if no plan selected)	<ol style="list-style-type: none"> If broker code is not mentioned the default plan is Direct Plan If broker code is mentioned the default plan is Regular Plan
Default Plan (in certain circumstances)	<ul style="list-style-type: none"> If Direct Plan is opted, but ARN code is also stated, then application would be processed under Direct Plan If Regular Plan is opted, but ARN code is not stated, then the application would be processed under Direct Plan
Options/sub-options	Cumulative Option, AEP Option (Appreciation and Regular) and Dividend Option (Dividend Payout and Reinvestment facility)
Default Option	Cumulative Option
Default Sub-Option	Dividend Re-investment

In case neither distributor code is mentioned nor 'Direct Plan' is selected in the application form, the application will be processed under the 'Direct Plan'.

Investors under the Scheme have two plans, Regular Plan and Direct Plan. Direct Plan is only for investors who purchase /subscribe Units in a Scheme directly with the Fund.

Dividend option shall have Dividend Payout and Dividend Reinvestment facilities with Dividend Reinvestment as default facility. Dividend Payout and Dividend Re-investment options will have monthly, Quarterly and Half yearly frequencies and Half yearly will be the default dividend frequency.

The investors opting for Dividend option may choose to reinvest the dividend to be received by them in additional Units of the Scheme. Under this provision, the dividend due and payable to the Unit holders will compulsorily and without any further act by the Unit holders be reinvested in the Scheme. On reinvestment of dividends, the number of units to the credit of unit holder will increase to the extent of the amount of dividend reinvested divided by the applicable NAV.

No exit load shall be charged on units allotted on reinvestment of dividend.

The Trustees reserve the right to declare dividends under the dividend option of the Scheme depending on the net distributable surplus available under the Scheme. It should, however, be noted that actual distribution of dividends and the frequency of distribution will depend, inter-alia, on the availability of distributable surplus and will be entirely at the discretion of the Trustee.

- c) The Investor has to fill separate form for each option/sub-option under the Scheme that he/she wishes to invest in through a Lumpsum Investment or Systematic Investments.
- d) Investor should select option/sub-option under which he/she wishes to invest. Also Investor needs to indicate his/her choice of dividend payout or re-investment.
- e) **Exemption from requirement of Permanent Account Number (PAN) for micro investments in the schemes of the Fund:** Investment in mutual fund schemes (including investments through Systematic Investment Plan (SIP)) upto Rs. 50,000/- per investor per year per mutual Fund, shall be exempted from the requirement of PAN.
- The exemption shall be available under all the schemes of the Fund for investments upto Rs. 50,000/- (aggregate under all the schemes of the Fund) in a rolling 12 month period or financial year i.e. April to March by individuals (including NRIs but not PIOs), Minors, Sole proprietary firms and Joint holders. HUFs and other categories will not be eligible.
 - In case the first Micro SIP installment is processed (as the cheque may be banked), and the application is found to be defective, the Micro SIP registration will be ceased for future installments. No refunds to be made for the units already allotted. Investor will be sent a communication to this effect, however, redemptions shall be allowed.
 - In case of investments held jointly, first holder must not possess a PAN.
 - Eligible Investors may invest in the schemes of the Fund (through SIP or lumpsum/additional purchase) without providing PAN subject to the threshold amount as specified above.
 - Eligible Investors should attach a copy of Know Your Client (KYC) acknowledgement letter quoting PAN Exempt KYC reference no. (PEKRN) obtained from KYC Registration Agency alongwith the investment application form.
 - Eligible Investors must have only one PEKRN.
 - In case KYC status is failed for a particular PEKRN further SIP transaction/investments will not be allowed in such folios having such PEKRN.

f) MINIMUM APPLICATION AMOUNT:

Purchase/Switch-ins: Rs. 5,000/- and in multiples of Re. 1 thereafter.

MINIMUM ADDITIONAL APPLICATION AMOUNT:

Purchase/Switch-ins: Rs. 1,000/- and in multiples of Re. 1 thereafter.

MINIMUM SIP APPLICATION AMOUNT

Rs. 1,000/- or multiples of Re.1 thereof with minimum of 5 post-dated cheques for a minimum of Rs. 1000, for a block of 5 months in advance. Investors can subscribe through SIP by using Auto Debit/ Standing Instruction facilities offered by the Banks.

Quarterly SIP is also available with minimum of Rs. 5000 per installment and minimum of 4 installments. (For NFO, SIP through cheque is not permitted)

- g) Investors opting for the Automatic Encashment Plan (AEP) option are requested to choose either the AEP-Regular option or the AEP Appreciation Option. The investor has the option of selecting either Monthly/Quarterly/Half Yearly sub option under the Appreciation Option. In case investor has selected multiple options under AEP, the default option would AEP Regular option, and the default sub option under Appreciation Option would be Monthly sub option.

- h) **Please submit the following documents alongwith your application (where applicable). All documents should be original/true copies by director/trustee/company secretary/authorised signatory:**

Documents	Companies	Societies	Partnership Firms	Investments through POA	Trusts	NRI	FIs*
1. Resolution / Authorisation to invest	✓	✓	✓		✓		✓
2. List of Authorised Signatories with Specimen Signature(s)	✓	✓	✓	✓	✓		✓
3. Memorandum & Articles of Association	✓						
4. Trust Deed					✓		
5. Bye-laws		✓					
6. Partnership Deed			✓				
7. Overseas Auditors' Certificate							✓
8. Notarised Power of Attorney				✓			
9. Foreign Inward Remittance Certificate in case of payment is made by DD from NRE/FCNR A/c where applicable						✓	
10. PAN	✓	✓	✓	✓	✓	✓	✓
11. Know Your Customer (KYC)	✓	✓	✓	✓	✓	✓	✓

*For FIs copy of the SEBI registration certificate should be provided. In case of Corporates or Non-individual investors, all the necessary documents are to be submitted alongwith the application.

V. SYSTEMATIC INVESTMENT PLAN (SIP)

- a) For availability of Systematic Investment Plan (SIP) facility, please refer to the Key Information Memorandum/Scheme Information Document of the Scheme and also refer to Instruction No.VI (a) for mode of payment for SIP through PDCs.
- b) Investors opting for the SIP Facility, need to fill the Main Application Form. If the payment option is Auto Debit through ECS or Standing Instruction to the Bank, investors also need to fill and sign the respective Standing Instructions form.
- c) The Second SIP installment amount and the subsequent SIP installment amounts should be of the same amount. However, the First SIP installment need not be of the same amount as Second and Subsequent SIP installments amount. This is applicable only to investors opting for SIP through PDCs.
- d) Investors/unit holders subscribing for SIP are required to submit SIP request at least 30 days prior to the date of first debit date and SIP start date shall not be beyond 90 days monthly SIP and 100 days for Quarterly SIP from the date of submission of SIP application.
- e) In case of SIP with payment mode as ECS/Auto Debit, the investors are required to submit a cancelled cheque or a photocopy of a cheque of the bank account for which the debit mandate is provided.

- f) For exit load structure under the Scheme, please refer to the Key Information Memorandum of the Scheme.

- g) Please issue post dated cheques dated for either the 7th or 10th or 15th or 25th of the month. A credit confirmation will be sent to the unit holder indicating the new balance to his or her credit in the account.

For cheques drawn from locations as determined by ICICI Prudential Asset Management Company Ltd. (the AMC) from time to time and notified on its website www.icicipruamc.com

- a. **Option 1:** The First SIP installment should be paid through a Demand Draft payable at places where the Official Points of Acceptance of Transaction of the AMC are located. All the other installments should be through post dated cheques for the SIP dates, i.e. the 7th or 10th or 15th or 25th of the month. The SIP date selected by an investor should fall at least 30 days after the date of first SIP installment. For Example; if the first SIP installment is on October 12, 2010, then the SIP date that can be selected by an investor for the second and subsequent installments should fall after November 11, 2010.
- b. **Option 2:** In case all the installments (i.e. including the first installment) are paid through post-dated cheques, the SIP Application along with the post-dated cheques should be submitted at the Official Points of Acceptance of Transactions of the AMC, at least 30 days before the start of the SIP. The Post dated cheques for all of the SIP installments (including the first installment), should be dated as per the specified SIP dates only, i.e. the 7th or 10th or 15th or 25th of the month.

h) SIP TOP UP Facility:

- (a) Investors can opt for SIP TOP UP facility, wherein the amount of the SIP can be increased at fixed intervals.
- (b) The TOP UP amount has to be in multiples of Rs.500 only.
- (c) The frequency is fixed at Yearly and Half Yearly basis. In case the frequency is not selected, the TOP UP facility may not be registered.
- (d) In case of Quarterly SIP, only the Yearly frequency is available under SIP TOP UP.

VI. MODE OF PAYMENT

- a) The cheque/demand draft should be drawn in favour of ICICI Prudential Equity Income Fund and crossed "Account Payee Only".

- b) Separate Cheques / Demand Drafts are required for each Option under the scheme in which an investor invests.

- c) **Outstation Cheques/Demand Drafts will not be accepted.**

MICR cheques will be accepted till the end of business hours upto December 02, 2014.

Transfer cheques and Real Time Gross Settlement (RTGS) will be accepted till the end of business hours upto December 02, 2014.

Switch-in requests from equity Schemes and non-equity Schemes will be accepted upto December 02, 2014 till the cutoff time applicable for switches.

Switch-in request from ICICI Prudential US Bluechip Equity Fund and ICICI Prudential Global Stable Equity Fund will not be accepted.

- d) Payments by Stock-invests, cash, postal orders, money orders and outstation cheques will not be accepted.

- e) Bank charges for outstation demand drafts will be borne by the AMC and will bear the demand draft charges subject to maximum of Rs.50,000/-. Outstation Demand Draft has been defined as a demand draft issued by a bank where there is no ISC available for Investors. In case any multiple investments (of more than three) in same scheme & transaction date, the DD charges will not be reimbursed.

The AMC reserves the right to refuse the reimbursement of demand draft charges, in case of investments made by the same applicant(s) through multiple applications at its own discretion, which will be final and binding on the investor.

Investors residing at places other than where the AMC Customer Service Centers/ Collection Centers are located are requested to make the payment by way of demand draft(s) after deducting bank charges as per the rates indicated in the table below. It may be noted that additional charges, if any, incurred by the investor over and above the levels indicated above will not be borne by the Fund.

Amount of Investment	Rate of Charges of Demand Draft(s)
Upto Rs.10,000/-	At actual, subject to a maximum of Rs. 50/-
Above Rs.10,000/-	Rs. 3/- per Rs. 1000/-
Maximum Charges	Rs. 50,000/-

No demand draft charges will be reimbursed by the Fund for purchase of Units by investors residing at such locations where the Customer Service Centers/ Collection Centers of the AMC are located. The AMC will not accept any request for refund of demand draft charges, in such cases.

- f) **Third Party Payments :** Investment/subscription made through Third Party Cheque(s) will not be accepted. Third party cheque(s) for this purpose are defined as:

- (i) Investment made through instruments issued from an account other than that of the beneficiary investor,

- (ii) in case the investment is made from a joint bank account, the first holder of the mutual fund folio is not one of the joint holders of the bank account from which payment is made.

Third party cheque(s) for investment/subscription shall be accepted, only in exceptional circumstances, as detailed below:

- Payment by Parents/Grand-Parents/related persons on behalf of a minor in consideration of natural love and affection or as gift for a value not exceeding Rs.50,000/- (each regular purchase or per SIP installment). However this restriction will not be applicable for payment made by a guardian whose name is registered in the records of Mutual Fund in that folio.
- Payment by Employer on behalf of employee under Systematic Investment Plans or lump sum/one-time subscription through Payroll deductions.
- Custodian on behalf of a Foreign Institutional Investor (FII) or a client.

The above mentioned exception cases will be processed after carrying out necessary checks and verification of documents attached along with the purchase transaction slip/application form, as stated below:

- Determining the identity of the Investor and the person making payment i.e. mandatory Know Your Client (KYC) for Investor and the person making the payment.

- Obtaining necessary declaration from the Investor/unit holder and the person making the payment. Declaration by the person making the payment should give details of the bank account from which the payment is made and the relationship with the beneficiary.

- Verifying the source of funds to ensure that funds have come from the drawer's account only. In case of investment/subscriptions made via Pay Order, Demand Draft, Banker's cheque, RTGS, NEFT, ECS, bank transfer, net banking etc. Following additional checks shall be carried out:

- If the investment/subscription is settled with pre-funded instruments such as Pay Order, Demand Draft, Banker's cheque, etc., a Certificate from the Issuing banker must accompany the purchase application, stating the Account holder's name and the Account number which has been debited for issue of the instrument. The funds should be debited from a pre-registered pay in account available in the records of the Mutual fund, or from the account of the first named unit holder. Additionally, if a pre-funded instrument issued by the Bank against cash, it shall not be accepted

for investments of Rs.50,000/- or more. Such prefunded instrument issued against cash payment of less than Rs.50,000/- should be accompanied by a certificate from the banker giving name, address and PAN (if available) of the person who has requested for the demand draft.

- (2) If payment is made by RTGS, NEFT, ECS, bank transfer, etc., a copy of the instruction to the bank stating the account number debited must accompany the purchase application. The account number mentioned on the transfer instruction should be from pay in account available in the records, or from the account of the first named unit holder.

Investors are requested to note that AMC reserves right to have additional checks of verification for any mode of payment received. AMC reserves the right to reject the transaction in case the payment is received in an account not belonging to the first unit holder of the mutual fund.

In case of investors with multiple accounts, in order to ensure smooth processing of investor transactions, it is advisable to register all such accounts, as the investments/subscriptions received from the said multiple accounts shall be treated as 1st party payments.

Refer Third Party Payment Declaration form available in www.icicpruamc.com or ICICI Prudential Mutual Fund branch offices.

g) NRI/FII/PIO Investors

- Repatriation basis:** Payments by NRIs/ FIIs/ Persons of Indian Origin (PIOs) residing abroad, may be made either by way of Indian Rupee demand drafts or cheques by means of (i) inward remittance through normal banking channels; (ii) or out of funds held in NRE/FCNR accounts payable at par and payable at the cities where the Customer Service Centre's are located. In case of Indian Rupee drafts purchased or cheques issued from NRE/ FCNR Account, an account debit certificate from the bank issuing the draft confirming the debit should also be enclosed. In case the debit certificate is not provided, the AMC reserves the right to reject the application of the NRI investors.
- Non Repatriation basis:** NRIs or people of Indian origin residing abroad investing on a non-repatriable basis may do so by issuing cheques/ demand drafts drawn on a Non-Resident Ordinary (NRO) account payable at the cities where the Customer Service Centre's are located.
- FIRC certificate:** In case of investments by Non Resident Indians (NRIs), if FIRC certificate was not submitted, CAMS/AMC will not provide FIRC outward letters to banks.

VII. NOMINATION

You may nominate persons to receive the Units/amounts standing to your credit payable in the event of death of the Unit Holder(s) in respect of investment under a folio. Investors are requested to note that with effect from April 22, 2013, if the "Nomination" details in the application form are not provided then by default it shall be treated as the consent provided by the Investor to not register any nomination in the folio and the transaction shall be processed accordingly.

- Filling the nomination details with full address is mandatory for individuals applying for / holding units on their own behalf singly and optional for joint holding. Non-individuals including society, trust, body corporate, partnership firm, Karta of Hindu Undivided Family, holder of Power of Attorney cannot nominate. All joint holders will sign the nomination form. Nomination is not allowed in case the first applicant is a minor. Nomination form cannot be signed by Power of Attorney (PoA) holders.
- Nomination will be registered where nomination is made by a sole proprietorship as the proprietor is providing his/ her personal pan card for KYC and all the details are of the individual itself.
- All payments and settlements made to such nominee and signature of the Nominee acknowledging receipt thereof, shall be a valid discharge by the AMC / Mutual Fund / Trustees.
- A minor can be nominated and in that event, the name, relationship and address of the guardian of the minor nominee shall be provided by the unit holder. Guardian of the minor should either be a natural guardian (i.e. father or mother) or a court appointed legal guardian. Nomination can also be in favour of the Central Government, State Government, a local authority, any person designated by virtue of his office or a religious or charitable trust.
- The Nominee shall not be a trust (other than a religious or charitable trust), society, body corporate, partnership firm, Karta of Hindu Undivided Family or a Power of Attorney holder. A non-resident Indian can be a Nominee subject to the exchange controls in force, from time to time.
- Nomination in respect of the units stands withdrawn upon the transfer of units.
- Every new nomination for a folio/account will overwrite the existing nomination.
- Transfer of units in favour of a Nominee shall be valid discharge by the Asset Management Company (AMC) against the legal heir.
- The cancellation of nomination can be made only by those individuals who hold units on their own behalf, singly or jointly and who made the original nomination and the request has to be signed by all the holders.
- On cancellation of the nomination, the nomination shall stand withdrawn and the AMC shall not be under any obligation to transfer the units in favour of the Nominee.
- Investors who want to make multiple nominations (Maximum 3) need to fill the separate Multiple Nomination Form available on www.icicpruamc.com and submit it to the AMC.
- Investors are requested to note that, if the "Nomination" details in the application form are not provided then by default it shall be treated as the consent provided by the Investor to not register any nomination in the folio and the transaction shall be processed accordingly.

VIII. DIRECT CREDIT OF DIVIDEND/REDEMPTION: ICICI Prudential AMC had entered into an arrangement with certain banks; such as Citibank N.A., HDFC Bank, AXIS Bank, HSBC and ICICI Bank, for direct credit of redemption and dividend proceeds if the investors have a bank mandate in any of the specified banks. However, the Fund reserves the right to issue a payment instrument in place of this electronic payment facility, and will not be responsible for any delay on the part of the bank for executing the direct credit. The AMC may alter the list of the banks participating in direct credit arrangement from time to time / withdraw direct credit facility from the banks, based on its experience of dealing with any of these banks or add / withdraw the name of the bank with which the direct credit facility arrangements can be introduced/ discontinued, as the case may be.

IX. E-MAIL COMMUNICATION: Delivering service through the internet & web-based services such as e-mail is a more efficient delivery channel. When an investor has provided an email address, the same will be registered in our records for eDocs and will be treated as your consent to receive, Allotment confirmations, consolidated account statement/account statement, annual report/abridged summary and any statutory / other information as permitted via electronic mode/email. These documents shall be sent physically in case the Unit holder opts/requests for the same. It is deemed that the Unit holder is aware of all the security risks associated with online communication, including the possibility of third party interception of the documents sent via email. The Mutual Fund / Registrars are not responsible for email not reaching the investor and for all consequences thereof. The Investor shall from time to time intimate the Mutual Fund / its transfer agents about any changes in the email address. In case of a large document, a suitable link would be provided and investor can download, save and print these documents. However, the investor always has a right to demand a physical copy of any or all the service deliverables, and the Fund would arrange to send the same to the investor.

The AMC / Trustee reserve the right to send any communication in physical mode.

X. KNOW YOUR CUSTOMER (KYC) NORMS: With effect from 1st January, 2011, KYC (Know Your Customer) norms are mandatory for ALL investors for making investments in Mutual Funds, irrespective of the amount of investment. Further, to bring uniformity in KYC process, SEBI has introduced a common KYC application form for all the SEBI registered intermediaries. With effect from 1st January 2012, all the new investors are therefore requested to use the Common KYC application form to apply for KYC and mandatorily

undergo In Person Verification (IPV) requirements with SEBI registered intermediaries. For Common KYC Application Form please visit our website www.icicpruamc.com.

XI. DEMAT/NON-DEMAT MODE: Investors have an option to hold the Units in dematerialized form. Please tick the relevant option of Yes/No for opting/not opting units in demat form. If no option is exercised, "No" will be the default option. Applicants must ensure that the sequence of names as mentioned in the application form matches with that of the account held with the Depository Participant. If the details mentioned in the application are incomplete/incorrect or not matched with the Depository data, the application shall be treated as invalid and the units would be allotted in Non-Demat mode. The application form should mandatorily accompany the latest Client investor master/ Demat account statement. Demat option will not be available for Daily/Weekly/Fortnightly dividend options. Investors desiring to get allotment of units in demat mode must have a beneficiary account with a Depository Participant (DP) of the Depositories i.e. National Securities Depositories Limited (NSDL) / Central Depository Services Limited (CDSL).

Allotment letters would be sent to investors who are allotted units in Demat mode and a Statement of Accounts would be sent to investors who are allotted units in non-Demat mode. Investors are requested to note that Units held in dematerialized form are freely transferable except units held in Equity Linked Savings Scheme's (ELSS) during the lock-in period.

The units will be allotted based on the applicable NAV as per the SID and will be credited to investor's Demat account on weekly basis upon realization of funds. For e.g. Units will be credited to investors Demat account every Monday for realization status received in last week from Monday to Friday.

The investors shall note that for holding the units in demat form, the provisions laid in the Scheme Information Document (SID) of respective Scheme and guidelines/procedural requirements as laid by the Depositories (NSDL/CDSL) shall be applicable. In case the unit holder wishes to convert the units held in non-demat mode to demat mode or vice versa at a later date, such request along with the necessary form should be submitted to their Depository Participant(s).

Units held in demat form will be freely transferable, subject to the applicable regulations and the guidelines as may be amended from time to time.

XII. TRANSACTION CHARGES

Pursuant to SEBI Circular No. Cir/IMD/DF/13/2011 dated August 22, 2011 the transaction charge per subscription of Rs.10,000/- and above may be charged in the following manner, in addition to trail fees charged by the AMC and upfront commission, if any:

- The existing investors of the mutual fund industry may be charged Rs.100/- as transaction charge per subscription of Rs.10,000/- and above;
- A first time investor in any mutual fund may be charged Rs.150/- as transaction charge per subscription of Rs.10,000/- and above.

There shall be no transaction charge on subscription below Rs. 10,000/- and on transactions other than purchases/ subscriptions relating to new inflows.

However, the option to charge "transaction charges" is at the discretion of the distributors.

In case of investment through Systematic Investment Plan (SIP), transaction charges shall be deducted only if the total commitment through SIP amounts to Rs. 10,000/- and above. The transaction charges in such cases shall be deducted in 4 equal installments.

The aforesaid transaction charge shall be deducted by the Asset Management Company from the subscription amount and paid to the distributor, as the case may be and the balance amount shall be invested subject to deduction of service tax. Unit holder's statement of account will reflect subscription amount, transaction charges and net investments.

Transaction Charges shall not be deducted if:

- Purchase/Subscription made directly with the fund through any mode (i.e. not through any distributor/ agent).
- Purchase/Subscription made through stock Exchange, irrespective of investment amount.

XIII. EMPLOYEE UNIQUE IDENTIFICATION NUMBER (EUIIN) : Investors procuring advisory services from non individual distributors are requested to note that EUIIN would assist in tackling the problem of misselling even if the employee/relationship manager/sales person leave the employment of the distributor.

Distributors are advised to ensure that the sub broker affixes his/her ARN code in the column separately provided in addition to the current practice of affixing the internal code issued by the main ARN holder and the EUIIN of the Sales Person (if any) in the EUIIN space.

Investors are requested to note that EUIIN is applicable for transactions such as Purchases, Switches, Registrations of SIP/ STP/ Trigger / Dividend Transfer Plan and EUIIN is not applicable for transactions such as Installments under SIP/ STP/ SWP/ EBT Triggers, Dividend Reinvestments, Bonus Units, Redemption, SWP Registration, Zero Balance Folio creation and installments under Dividend Transfer Plans.

Investors are requested to note that EUIIN is largely applicable to sales persons of non individual ARN holders (whether acting in the capacity of the main distributor or sub broker). Further, EUIIN will not be applicable for overseas distributors who comply with the requirements as per AMFI circular CIR/ARN-14/12-13 dated July 13, 2012.

XIV. SIGNATURES : The signature(s) should be in English or in any of the Indian languages specified in the eighth schedule of the constitution of India. Applications on behalf of minors should be signed by their Guardian. Thumb impressions must be attested by a Magistrate or a Notary Public or a Special Executive Magistrate under his/her official seal. Applications by minors should be signed by their guardians. In case of a Hindu Undivided Family (HUF), the Karta should sign on behalf of the HUF.

If the application form is signed by a Power of Attorney (PoA) holder, the form should be accompanied by a notarised photocopy of the PoA. Alternatively, the original PoA may be submitted, which will be returned after verification. If the PoA is not submitted with the application, the Application Form will be rejected. The POA should contain the signature of the investor (POA Donor) and the POA holder.

In case of corporates or any non-individual investors, a list of authorised signatories should be submitted along with Application form or in case of any change in the authorised signatory list, the AMC / Registrar must be notified within 7 days.

In case of application under POA or by a Non-Individual (i.e. Company, trust, society, partnership firm etc.) the relevant POA or the resolution should specifically provide for/authorize the POA holder/authorized signatory to make application/ invest moneys on behalf of the investor.

Signature mismatch cases: While processing the redemption / switch out request in case the AMC/ Registrar come across a signature mismatch, then the AMC/ Registrar reserves the right to process the redemption only on the basis of supporting documents (like copy of passport, driving license etc.), confirming the identity of the investors.

XV. Ultimate Beneficial Owners(s): Pursuant to SEBI Master Circular No. CIR/ISD/AML/3/2010 dated December 31, 2010 on Anti Money Laundering Standards and Guidelines on identification of Beneficial Ownership issued by SEBI vide its Circular No. CIR/MIRSD/2/2013 dated January 24, 2013, investors (other than Individuals) are required to provide details of 'Ultimate Beneficial Owner (s) (UBO(s))'. In case the investor or owner of the controlling interest is a company listed on a stock exchange or is a majority owned subsidiary of such a company, the details of shareholders or beneficial owners are not required to be provided. Non-individual applicants/investors are mandated to provide the details on 'Ultimate Beneficial Owner(s) (UBO(s))' by filling up the declaration form for 'Ultimate Beneficial Ownership'. Please contact the nearest Customer Service Centre. The list of our authorised centres is available in the section 'Contact Us' on our website www.icicpruamc.com.



ICICI Prudential Equity Income Fund
(An open ended Equity Scheme)
Application for Lump Sum/Systematic Investments

Application No. _____

Application Form for Resident Indians and NRIs/PIOs. Investor must read Key Information Memorandum and Instructions before completing this form. All sections to be completed in ENGLISH in BLACK / BLUE COLOURED INK and in BLOCK LETTERS.

New Fund Offer Opens on November 18, 2014
New Fund Offer Closes on December 02, 2014

This Product is suitable for investors who are seeking*:

- Long term wealth creation solution
- The Scheme seeks to generate regular income through investments in fixed income securities and using arbitrage and other derivative strategies and also intends to generate long term capital appreciation by investing in equity and equity related instruments.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them

Note: Risk may be represented as:

(YELLOW) Investors understand that their principal will be at medium risk

(BLUE) Investors understand that their principal will be at low risk

(BROWN) Investors understand that their principal will be at high risk

BROKER CODE (ARN CODE)	SUB-BROKER ARN CODE	SUB-BROKER CODE (As allotted by ARN holder)	Employee Unique Identification No. (EUIN)	FOR OFFICIAL USE ONLY SERIAL NUMBER, DATE & TIME OF RECEIPT
Declaration for "execution-only" transaction (only where EUIN box is left blank) (Refer Instruction No. XIII) I/We hereby confirm that the EUIN box has been intentionally left blank by me/us as this is an "execution-only" transaction without any interaction or advice by the employee/relationship manager/sales person of the above distributor or notwithstanding the advice of in-appropriateness, if any, provided by the employee/relationship manager/sales person of the distributor and the distributor has not charged any advisory fees on this transaction.				
SIGNATURE OF SOLE / FIRST APPLICANT		SIGNATURE OF SECOND APPLICANT		SIGNATURE OF THIRD APPLICANT

TRANSACTION CHARGES FOR APPLICANTS THROUGH DISTRIBUTORS ONLY [Refer Instruction XII and please tick (✓) any one]

I confirm that I am a **First time** investor across Mutual Funds. (Rs. 150 deductible as Transaction Charge and payable to the Distributor)

I confirm that I am an **existing** investor in Mutual Funds. (Rs. 100 deductible as Transaction Charge and payable to the Distributor)

In case the purchase / subscription amount is Rs. 10,000 or more and your Distributor has opted to receive Transaction Charges, the same are deductible as applicable from the purchase/subscription amount and payable to the Distributor. Units will be issued against the balance amount invested.
Upfront commission shall be paid directly by the investor to the AMFI registered Distributors based on the investors' assessment of various factors including the service rendered by the distributor.

1 EXISTING UNITHOLDERS INFORMATION [Read instruction No. II(a)] If you have an existing folio no. with PAN & KYC validation, please mention your name & folio No. and proceed to Step 3

Name	Mt.	Ms.	M/s	FRST	MIDDLE	LAST	FOLIO No.												
------	-----	-----	-----	------	--------	------	-----------	--	--	--	--	--	--	--	--	--	--	--	--

2 APPLICANT(S) DETAILS [Please Refer to Instruction No. II (b)] Mandatory information - If left blank the application is liable to be rejected.

Sole/First Applicant	Mt.	Ms.	M/s	FRST	MIDDLE	LAST	Date of Birth**	D	D	M	M	Y	Y	Y	Y	
PAN*	Enclosed (Please ✓) ⁵						KYC Acknowledgement Letter									
Name of **	Mt.	Ms.	GUARDIAN IN CASE FIRST APPLICANT IS A MINOR				OR	CONTACT PERSON IN CASE OF NON-INDIVIDUAL APPLICANTS								
PAN*	Relationship with Minor applicant						Natural guardian			Enclosed (Please ✓) ⁵						
							Court appointed guardian			KYC Acknowledgement Letter						

3 KYC DETAILS (Mandatory)

3a. Status of Sole/1st Applicant [Please tick (✓)] Indian Resident Individual On behalf of Minor NRI (Repatriable) NRI (Non-Repatriable) On behalf of NRI - Minor (Repatriable) On behalf of NRI - Minor (Non-Repatriable) Sole Proprietorship HUF - Indian HUF - NRI Partnership Firm Limited Partnership (LLP) Listed Company Unlisted Company Body Corporate Bank / FI Insurance Company Government Body AOP/BOI Trust/Society Provident Fund Superannuation / Pension Fund Gratuity Fund FOF - MF Schemes FI Private Limited Company Non Government Organisation People of Indian Origin Foreign Portfolio Investor Defense Establishment NPS Trust Global Development Network Foreign National _____ [Please specify category] Others _____ (Please specify)

3b. Occupation Details [Please tick (✓)] Private Sector Service Public Sector Service Government Service Business Professional Agriculturist Retired Housewife Student Forex Dealer Others _____ (Please specify)

3c. Gross Annual Income (in Rupees) [Please tick (✓)] Below 1 Lac 1-5 Lacs 5-10 Lacs 10-25 Lacs >25 Lacs-1 crore >1 crore

Net-worth in (Mandatory for Non-Individuals) ₹ _____ as on DD / MM / YYYY (Not older than 1 year)

3d. For Individuals [Please tick (✓)] I am Politically Exposed Person (PEP) ^ I am Related to Politically Exposed Person (RPEP) Not applicable

For Non-Individual Investors (Please attach mandatory Ultimate Beneficial Ownership (UBO) declaration form - Refer instruction no. XV)

i. Foreign Exchange / Money Changer Services YES NO

ii. Gaming / Gambling / Lottery / Casino Services YES NO

iii. Money Lending / Pawning YES NO

^ Politically Exposed Persons (PEP) are individuals who are or have been entrusted with prominent public functions in a foreign country, e.g., Heads of States or of Governments, senior politicians, senior government/judicial/military officers, senior executives of state-owned corporations, important political party officials, etc.
PEP/RPEP information is also applicable for authorised signatories/Promoters/Karta/Trustee/Whole Time Directors/etc.

3e. Any other information: _____

4 JOINT APPLICANTS, IF ANY AND THEIR DETAILS

Mode of Holding [Please tick (✓)] Joint Anyone or Survivor (Default)

2nd Applicant Name (Should match with PAN Card) **PAN** (2nd Applicant) **KYC Proof Attached** (Mandatory)

a. Occupation Details [Please tick (✓)] Private Sector Service Public Sector Service Government Service Business Professional Agriculturist
 Retired Housewife Student Forex Dealer Others _____ (Please specify)

b. Gross Annual Income (in Rupees) [Please tick (✓)] Below 1 Lac 1-5 Lacs 5-10 Lacs 10-25 Lacs >25 Lacs-1 crore >1 crore **OR** Net worth ₹ _____

c. Others [Please tick (✓)] Politically Exposed Person (PEP) Related to a Politically Exposed Person (RPEP) Not Applicable

3rd Applicant Name (Should match with PAN Card) **PAN** (3rd Applicant) **KYC Proof Attached** (Mandatory)

a. Occupation Details [Please tick (✓)] Private Sector Service Public Sector Service Government Service Business Professional Agriculturist
 Retired Housewife Student Forex Dealer Others _____ (Please specify)

b. Gross Annual Income (in Rupees) [Please tick (✓)] Below 1 Lac 1-5 Lacs 5-10 Lacs 10-25 Lacs >25 Lacs-1 crore >1 crore **OR** Net worth ₹ _____

c. Others [Please tick (✓)] Politically Exposed Person (PEP) Related to a Politically Exposed Person (RPEP) Not Applicable

5 Power of Attorney (PoA) Holder Details:

Name of PoA Mr. Ms. M/s. (Should match with PAN Card) **PAN** (PoA Holder) **KYC Proof Attached** (Mandatory)

6 Correspondence Details of Sole/First Applicant:

Correspondence Address (Please provide full address)*				Overseas Address (Mandatory for NRI / FII Applicants)			
HOUSE / FLAT NO.				HOUSE / FLAT NO.			
STREET ADDRESS				STREET ADDRESS			
STREET ADDRESS				STREET ADDRESS			
CITY / TOWN		STATE		CITY / TOWN		STATE	
COUNTRY		PIN CODE		COUNTRY		PIN CODE	
Tel. (Off.)		Tel. (Res.)		Fax			
Email [£]				Mobile			

Please if you wish to receive Account statement / Annual Report/ Other statutory information via Post instead of Email

Please any of the frequencies to receive **Account Statement through e-mail[£]** : Daily Weekly Monthly Quarterly Half Yearly Annually

* Mandatory information – If left blank the application is liable to be rejected.

[£] Name of Guardian/Contact Person is Mandatory in case of Minor/Non-Individual Investor. For documents to be submitted on behalf of minor folio refer instruction II-b(2)

** Mandatory in case the Sole/First applicant is minor.

[£] Please refer to instruction no. IX

[£] For KYC requirements, please refer to the instruction Nos. II b(5) & X

7 BANK ACCOUNT (PAY-OUT) DETAILS OF SOLE/FIRST APPLICANT (Please Refer to Instruction No. III)

Mandatory information – If left blank the application is liable to be rejected. (Mandatory to attach proof, in case the pay-out bank account is different from the source bank account.) For unit holders opting to hold units in demat form, please ensure that the bank account linked with the demat account is mentioned here.

MANDATORY	Account Type	<input type="radio"/> Current <input type="radio"/> Savings <input type="radio"/> NRO <input type="radio"/> NRE <input type="radio"/> FCNR	Account Number				
	Name of Bank						
	Branch Name			Branch City			
	9 Digit MICR code			11 Digit IFSC Code			
							Enclosed (Please ✓): <input type="checkbox"/> Bank Account Details Proof Provided.

8 INVESTMENT & PAYMENT DETAILS (Refer Instruction No. IV) For Plans & Sub-options please see key features for scheme specific details

Name of scheme **ICICI PRUDENTIAL EQUITY INCOME FUND**

Option & Sub option (Please ✓ the appropriate boxes only if applicable to the scheme in which you plan to invest)

PLAN:	OPTION: <input type="radio"/> Cumulative <input type="radio"/> Dividend	SUB-OPTION: <input type="radio"/> Dividend Reinvestment <input type="radio"/> Dividend Payout OR AEP- <input type="radio"/> Regular [®] OR <input type="radio"/> Appreciation
<input type="radio"/> Regular <input type="radio"/> Direct	Dividend Frequency: <input type="radio"/> Monthly <input type="radio"/> Quarterly <input type="radio"/> Half Yearly	AEP Frequency: _____

[®]Cumulative – AEP Regular Option: Encashment of units is subject to declaration of dividend in the respective Scheme(s). Please refer to Instruction no. IV(g)

Micro Investment upto Rs. 50,000/- (Please ✓) **Mandatory.** [Please refer instruction No. IV(e)]

Sole/First Applicant	PAN Exempt KYC Reference No. (PEKRN) (Mandatory if PAN not provided)
2nd Applicant	PAN Exempt KYC Reference No. (PEKRN) (Mandatory if PAN not provided)
3rd Applicant	PAN Exempt KYC Reference No. (PEKRN) (Mandatory if PAN not provided)

SIP Through ECS/Standing Instruction / Direct Debit PDCs[¶] **SIP Date** 7th 10th 15th 25th **SIP Frequency*** Monthly Quarterly

Payment details for Lump Sum Investment/details of first cheque for SIP payment through PDCs **Mode of Payment** Cheque DD Funds Transfer NEFT RTGS

Amount Paid	₹ _____ A	DD Charges (if applicable)	₹ _____ B	Amount Invested	₹ _____ A + B
Cheque / DD Number	Date D D M M Y Y		Account Number		

Bank Name					
Bank Branch & City			Account Type	<input type="radio"/> Current <input type="radio"/> Savings <input type="radio"/> NRO <input type="radio"/> NRE <input type="radio"/> FCNR	

Subsequent SIP Installment Details																
From Cheque No.						To Cheque No.				Amount Invested ₹ PER CHEQUE						
No. of Cheques						Drawn on	BANK / BRANCH									
Start Month/Year	M	M	Y	Y	Y	Y	End Date	<input type="radio"/> 12/2016	<input type="radio"/> 12/2018	<input type="radio"/> Or other please fill in alongside	M	M	Y	Y	Y	Y
								<input type="radio"/> 12/2023	<input type="radio"/> 12/2099							

Please ✓ applicable check boxes. †PDCs - Post Dated Cheques *Default SIP Frequency is Monthly.
 Applications with Third Party Cheques, prefunded instruments etc. and in circumstances as detailed in AMFI Circular No.135/BP/16/10-11 shall be processed in accordance with the said circular. Please read the instruction no. VI(f). Third Party Payment Declaration form is available in www.icicipruamc.com or ICICI Prudential Mutual Fund branch offices.

9 DEMAT ACCOUNT DETAILS (Optional - Please refer Instruction No. XI)										<input type="radio"/> NSDL OR <input type="radio"/> CDSL (Please ✓)				
Do you want units in demat form : <input type="radio"/> Yes OR <input type="radio"/> No (Please ✓)										The application form should mandatorily accompany the latest Client investor master/ Demat account statement.				
If yes, Depository Participant (DP) ID (NSDL only)					Beneficiary Account Number (NSDL only)					If yes, Depository Participant (DP) ID (CDSL only)				

10 NOMINATION DETAILS (Refer instruction VII)																	
I/We hereby nominate the undermentioned nominee to receive the amount to my/our credit in event of my/our death.																	
Nominee	NAME OF NOMINEE										Date of Birth	D	D	M	M	Y	Y
Guardian	MANDATORY, IF NOMINEE IS A MINOR										(Mandatory if nominee is minor)						
Relationship with the Nominee: <input type="checkbox"/> Father <input type="checkbox"/> Mother <input type="checkbox"/> Legal Guardian (Please tick ✓)																	
Nominee's Address (Mandatory)					HOUSE / FLAT NO					STREET ADDRESS							
					CITY / TOWN					PIN CODE							
										SIGNATURE OF NOMINEE / GUARDIAN, IF NOMINEE IS A MINOR							

11 INVESTOR(S) DECLARATION & SIGNATURE(S)									
The Trustee, ICICI Prudential Mutual Fund, I/We have read and understood the Scheme Information Document/Key Information Memorandum of the Scheme(s). I/We apply for the units of the Fund and agree to abide by the terms, conditions, rules and regulations of the scheme and other statutory requirements of SEBI, AMFI, Prevention of Money Laundering Act, 2002 and such other regulations as may be applicable from time to time. I/We confirm to have understood the investment objectives, investment pattern, and risk factors applicable to Plans/Options under the Scheme(s). I/we have not received nor been induced by any rebate or gifts, directly or indirectly, in making this investment. I/We declare that the amount invested in the Scheme is through legitimate sources only and is not designed for the purpose of contravention or evasion of any Act, Regulations or any other applicable laws enacted by the Government of India or any Statutory Authority. I/We agree that in case my/our investment in the Scheme is equal to or more than 25% of the corpus of the plan, then ICICI Prudential Asset Management Co. Ltd. (the 'AMC'), has full right to refund the excess to me/us to bring my/our investment below 25%. I/We hereby declare that I am/we are not US Person(s). I/We hereby declare that I/we do not have any existing Micro SIPs which together with the current application will result in a total investments exceeding Rs.50,000 in a year. The ARN holder has disclosed to me/us all the commissions (in the form of trail commission or any other mode), payable to him for the different competing Schemes of various Mutual Funds from amongst which the Scheme is being recommended to me/us. I/We interested in receiving promotional material from the AMC via mail, SMS, telecall, etc. If you do not wish to receive, please call on tollfree no. 1800 222 999 (MTNL/BSNL) or 1800 200 6666 (Others).									
SIGNATURE OF SOLE / FIRST APPLICANT			SIGNATURE OF SECOND APPLICANT			SIGNATURE OF THIRD APPLICANT			

										ACKNOWLEDGEMENT SLIP										Application No.									
										(Please Retain this Slip)										EXISTING FOLIO NO.									
										To be filled in by the Investor. Subject to realization of cheque and furnishing of Mandatory Information.																			

Scheme	ICICI PRUDENTIAL EQUITY INCOME FUND										OPTION/SUB-OPTION	₹ TOTAL AMOUNT	₹ AMOUNT PER CHEQUE					
From Cheque/DD No.							To Cheque/DD No.					BANK AND BRANCH						
From Date	M	M	Y	Y	Y	Y	End Date	<input type="radio"/> 12/2016	<input type="radio"/> 12/2018	<input type="radio"/> 12/2023	<input type="radio"/> 12/2099	<input type="radio"/> Other (Specify)	M	M	Y	Y	Y	Y

FOR ANY ASSISTANCE OR FURTHER INFORMATION PLEASE CONTACT US
ICICI Prudential Asset Management Company Limited
 Central Service Office, 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai - 400 063. India.
TOLL FREE NUMBER 1800 222 999 (MTNL/BSNL) 1800 200 6666 (OTHERS)
EMAIL enquiry@icicipruamc.com **WEBSITE** www.icicipruamc.com
 Note: All future communications in connection with this application should be addressed to the nearest ICICI Prudential Mutual Fund Customer Service Centre, quoting full name of the first applicant, the application serial number, the name of the scheme, the amount invested, date and the place of the Customer Service Centre where application was lodged.

SIGNATURE, STAMP & DATE									
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ICICI PRUDENTIAL EQUITY INCOME FUND - SIP Registration-cum-Mandate Form

[For investment through ECS (Debit Clearing)/Direct Debit Facility/Standing Instruction]

Application No. _____

Investor must read Key Information Memorandum and Instructions before completing this form. All sections to be completed in ENGLISH in BLACK / BLUE COLOURED INK and in BLOCK LETTERS.

BROKER CODE (ARN CODE)	SUB-BROKER ARN CODE	SUB-BROKER CODE (As allotted by ARN holder)	Employee Unique Identification No. (EUIN)	FOR OFFICIAL USE ONLY SERIAL NUMBER, DATE & TIME OF RECEIPT
Declaration for "execution-only" transaction (only where EUIN box is left blank) (Refer Instruction No. X) I/We hereby confirm that the EUIN box has been intentionally left blank by me/us as this is an "execution-only" transaction without any interaction or advice by the employee/relationship manager/sales person of the above distributor or notwithstanding the advice of in-appropriateness, if any, provided by the employee/relationship manager/sales person of the distributor and the distributor has not charged any advisory fees on this transaction.				

SIGNATURE OF SOLE / FIRST APPLICANT	SIGNATURE OF SECOND APPLICANT	SIGNATURE OF THIRD APPLICANT
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TRANSACTION CHARGES FOR APPLICANTS THROUGH DISTRIBUTORS ONLY [Refer Instruction IX and please tick (✓) any one]

I confirm that I am a **First time** investor across Mutual Funds. (Rs. 150 deductible as Transaction Charge and payable to the Distributor)

I confirm that I am an **existing** investor in Mutual Funds. (Rs. 100 deductible as Transaction Charge and payable to the Distributor)

In case the purchase / subscription amount is Rs. 10,000 or more and your Distributor has opted to receive Transaction Charges, the same are deductible as applicable from the purchase/subscription amount and payable to the Distributor. Units will be issued against the balance amount invested.

Upfront commission shall be paid directly by the investor to the AMFI registered Distributors based on the investors' assessment of various factors including the service rendered by the distributor.

Please tick (✓) **New Registration** **Cancellation** **Change in Bank Account*** [*Please provide a cancelled cheque] Date: D D M M Y Y

The Trustee, ICICI Prudential Mutual Fund, I/We have read and understood the contents of the Scheme Information Document of the following Scheme and the terms and conditions of the SIP Enrolment.

Sole/First Applicant's Name Existing Folio No.

Mr. Ms. M/s FIRST MIDDLE LAST

Scheme Name: ICICI PRUDENTIAL EQUITY INCOME FUND **PLAN:** Regular Direct **OPTION:** Cumulative Dividend

SUB-OPTION: Dividend Payout Dividend Reinvestment **Dividend Frequency:** _____ **AEP Frequency:** _____

Please refer instructions and Key Information Memorandum for options, sub-options and other facilities available under the Scheme.

FIRST INSTALLMENT THROUGH CHEQUE/DD First Cheque/DD No. _____ Dated _____

Drawn on Bank _____ Amount Rs. _____

Bank Branch _____ City _____

Each SIP Amount: Rs. _____ Rupees in words: _____

SIP TOP UP (Optional) (Tick to avail this facility) **TOP UP Amount*:** Rs. _____ **TOP UP Frequency:** Half Yearly Yearly
*TOP UP amount has to be in multiples of Rs.500 only. [Please refer to Terms & Conditions No. C(5)]

DEMAT ACCOUNT DETAILS [Optional - Please refer Instruction No. C(7)] NSDL OR CDSL

Do you want units in demat form: Yes OR No [Please ✓] The application form should mandatorily accompany the latest Client investor master/ Demat account statement.

Depository Participant (DP) ID (NSDL only) **Beneficiary Account Number (NSDL only)** **Depository Participant (DP) ID (CDSL only)**

YOUR CONFIRMATION/DECLARATION: I/We hereby declare that I/we do not have any existing Micro SIPs which together with the current application will result in a total investments exceeding Rs.50,000 in a year as described in the Instruction No.IV(e) of the common application form. The ARN holder has disclosed to me/us all the commissions (in the form of trail commission or any other mode), payable to him for the different competing Schemes of various Mutual Funds from amongst which the Scheme is being recommended to me/us.

Signature(s) as per ICICI Prudential Mutual Fund Records (Mandatory)

Sole/First Holder _____ 2nd Holder _____ 3rd Holder _____

I/We, Mr. / Ms. / M/s. _____ (NAME AS PER THE BANK RECORD) _____ (NAME AS PER THE BANK RECORD)

hereby authorise ICICI Prudential Mutual Fund and their authorised service providers to debit from my/our Bank Account No. mentioned below (hereinafter referred as "funding account") by ECS (Debit Clearing)/ Direct Debit for collection of SIP payments/authorise the bank to record a Standing Instruction for debit to my bank account as mentioned below, as instructed by ICICI Prudential Mutual Fund.

PARTICULARS OF BANK ACCOUNT (Please note for unit holder opting to invest in demat, please ensure that the bank account linked with the demat account is mentioned here.)

Account Type Current Savings NRO NRE FCNR **Account Number** _____

Name of Bank _____

Branch Name _____ **Branch City** _____

9 Digit MICR code _____ (Please enter the 9 digit number that appears next to the cheque number). In case of At Par accounts, kindly provide the correct MICR number of the bank branch. MICR code starting and/or ending with 000 are not valid for ECS.

Authorisation of the Bank Account Holder for Auto Debit (ECS)/Standing Instruction/Direct Debit

I/We have read and understood the contents of the Scheme Information Document(s) and Statement of Additional Information and the terms & conditions of SIP enrolment and ECS (Debit Clearing)/ Direct Debit/ Standing Instruction and agree to abide by the same. I/We hereby apply to the Trustee of ICICI Prudential Mutual Fund for enrolment under the SIP of the following Scheme(s)/ Plan(s)/ Option(s) and agree to abide by the terms and conditions of the same. I/We hereby declare that the particulars given above are correct and express my willingness to make payments referred above through participation in ECS. This is to inform I/we have registered for the RBI's Electronic Clearing Service (Debit Clearing) and that my payment towards my investment in ICICI Prudential Mutual Fund shall be made from my/our below mentioned bank account with your bank. I/We authorise the representative carrying this ECS mandate Form to get it verified & executed. I/We authorise the bank to honour the instructions as mentioned in the application form. I/We also hereby authorise bank to debit charges towards verification of this mandate, if any. I/We agree that AMC/Mutual Fund (including its affiliates), and any of its officers directors, personnel and employees, shall not be held responsible for any delay/wrong debits on the part of the bank for executing the direct debit instructions of additional sum on a specified date from my account. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I/We would not hold the user institution responsible. I/We confirm to have understood that the introduction of this facility may also give rise to operational risks and hereby take full responsibility. I/We undertake to keep sufficient funds in the funding account on the date of execution of standing instruction. I/We have not received nor been induced by any rebate or gifts, directly or indirectly, in making this investment. The ARN holder has disclosed to me/us all the commissions (in the form of trail commission or any other mode), payable to him/them for the different competing Schemes of various Mutual Funds from amongst which the Scheme is being recommended to me/us. I/We hereby agree to avail the TOP UP facility for SIP and authorize my bank to execute the ECS/Standing Instruction/Direct Debit for a further increase in installment from my designated account. I/We agree that AMC/Mutual Fund (including its affiliates), and any of its officers directors, personnel and employees, shall not be held responsible for any delay / wrong debits on the part of the bank for executing the standing instructions of additional sum on a specified date from my account. I/We hereby understand and confirm that ICICI Prudential Asset Management Company would not be liable for any delay in crediting the scheme collection accounts by the Service Providers which may result in a delay in application of NAV.

SIGNATURE(S) OF BANK ACCOUNT HOLDER(S) AS IN BANK RECORDS (Mandatory)

Sole/First Holder _____ 2nd Holder _____ 3rd Holder _____

BANK MANDATE SECTION (Mandatory)

ACKNOWLEDGEMENT SLIP (To be filled in by the investor)

SIP Amount Rs. _____ SIP Frequency: Monthly Quarterly

SIP TOP UP Amount Rs. _____ Frequency: Half Yearly Yearly

ICICI PRUDENTIAL EQUITY INCOME FUND **Folio No./ Application No.** _____

Option: _____ Sub-Option: _____

Acknowledgement Stamp

TERMS AND CONDITIONS

A) SIP Payment through Electronic Clearing Service (Debit Clearing) of the Reserve Bank of India (RBI)

- The bank account provided for ECS (Debit) should participate in local MICR clearing.
- SIP auto debit is available only on specific dates of the month viz. 7th/10th/15th/25th. In case 7th/10th/15th/25th is a holiday, then next business day. In case the Auto Debit does not take effect for three consecutive times then the SIP would be liable for cancellation.
- In case of SIP transaction where, the mode of payment is through Standing Instruction/Auto Debit facility (offered by select banks) or ECS, investors are not required to do an initial purchase transaction for the minimum amount as applicable. However, investors are required to submit SIP request at least 30 days prior to the date of first installment.

Investors/unitholders subscribing for SIP are required to submit SIP request at least 30 days prior to the date of first debit date and SIP start date shall not be beyond 90 days monthly SIP and 100 days for Quarterly SIP from the date of submission of SIP application.

The applicant will have the right to discontinue SIP at any time he or she so desires by providing a written request at the office of the ICICI Prudential Mutual Fund Customer Service Centres. Notice of discontinuance should be received **30 days prior to the subsequent SIP date**.

All terms and conditions for SIP, including Exit Load, if any, prevailing in the date of SIP enrolment/registration by the fund shall be levied in the Scheme.

- The investor agrees to abide by the terms and conditions of ECS facility of Reserve Bank of India (RBI).
- Investor will not hold ICICI Prudential Mutual Fund, its registrars and other service providers responsible if the transaction is delayed or not effected or the investor bank account is debited in advance or after the specific SIP date due to various clearing cycles for ECS.
- ICICI Prudential Mutual Fund reserves the right to reject any application without assigning any reason thereof.
- In case of "At Par" cheques, investors need to mention the MICR number of his actual bank branch.
- New Investor:** If the investor fails to mention the scheme name in the SIP Mandate Form, then the Fund reserves the right to register the SIP as per the scheme name available in the main application form. In case multiple schemes are mentioned in the main application form, the Fund reserves the right to reject the SIP request.
- Existing Investor:** If the investor fails to mention the scheme name in the SIP Mandate Form, the Fund reserves the right to register the SIP in the existing scheme (eligible for SIP) available in the investor's folio. In case multiple schemes or Equity Linked Savings Scheme (ELSS) are available in the folio, the Fund reserves the right to reject the SIP request.
- In case SIP date is not selected, then the SIP will be registered on 10th (default date) of each Month/Quarter, as applicable. Further if multiple SIP dates are opted for or if the selection is not clear, then the SIP will be registered for 10th of each Month/Quarter, as applicable.
- If the investor has not mentioned the SIP start month, SIP will start from the next applicable month, subject to completion of 30 days lead time from the receipt of SIP request.
- In case the SIP 'End Period' is incorrect or not mentioned by the investor in the SIP form, then 5 years from the start date shall be considered as default 'End Period'.
- Change of Amount:** Investors can change the SIP amount by submitting the following documents 30 days before the next SIP debit date.
 - A new 'SIP' Form with revised SIP amount details.
 - Letter to discontinue the existing SIP
- Change of Bank:** In order to change the existing bank account for SIP investors need to submit following documents 30 days before the next SIP debit date
 - A new 'SIP' Form with change of bank details and cancelled cheque of new bank.
- Conversion of PDC facility in to ECS (Debit Clearing) / Direct Debit Facility/Standing Instruction:** Investor with existing SIP facility through Post Dated Cheques can also avail of this facility by submitting the following documents 30 days before the next SIP Debit date
 - A new 'SIP' Form along with one cancelled cheque.
 - Letter requesting to cancel the existing SIP through PDCs and for returning all the remaining PDCs.

B) SIP Payment through Standing Instruction/Direct Debit Facility

- Standing Instruction/Direct Debit facility is offered to the investors having Bank Account with:

Nature of facility	Banks
Standing instruction	Axis Bank, HDFC Bank, ICICI Bank and State Bank of India.
Direct debit	IDBI Bank, Indusind Bank and Kotak Mahindra Bank.
Direct debit (Only Core Banking branches*)	Allahabad Bank, Bank of Baroda, Bank of India, Corporation Bank, ING Vysya Bank Ltd., Punjab National Bank, The Federal Bank Ltd., UCO Bank and Union Bank of India.

* Please contact your local bank branch to confirm if it offers core banking facility.

- The applicant will have the right to discontinue SIP at any time he or she so desires by providing a written request at the office of the ICICI Prudential Mutual Fund Customer Service Centres. Notice of discontinuance should be received 30 days prior to the subsequent SIP date.
- Standing Instructions incomplete in any respect are liable to be rejected.
- SIP is liable for cancellation if direct debit fails for three consecutive times.
- The Bank shall not be liable for, nor be in default by reason of, any failure or delay in completion of its obligations under this Agreement, where such failure or delay is caused, in whole or in part, by any acts of God, civil war, civil commotion, riot, strike, mutiny, revolution, fire, flood, fog, war, lightning, earthquake, change of Government policies, unavailability of Bank's computer system, force majeure events, or any other cause of peril which is beyond the Bank's reasonable control and which has effect of preventing the performance of the contract by the Bank.

C) General Instructions

- Existing investors need to provide their folio number in this Standing Instruction or the Auto Debit form and need not to fill in the Common Application Form.

For minimum application amount to be invested in SIP, risk factors, features, load structures etc. please refer to the Key Information Memorandum of the Scheme.

- If the investor selects multiple SIP frequencies or fails to choose any of them, the default SIP frequency will be Monthly.
- ICICI Prudential Mutual Fund, its registrars and other service providers shall not be responsible and liable for any damages/compensation for any loss, damage etc. incurred by the investor. The investor assumes the entire risk of using this facility and takes full responsibility.
- SIP TOP UP Facility:**
 - Investors can opt for SIP TOP UP facility, wherein the amount of the SIP can be increased at fixed intervals.
 - The TOP UP amount has to be in multiples of Rs.500 only.
 - The frequency is fixed at Yearly and Half Yearly basis. In case the TOP UP facility is not opted by ticking the appropriate box and frequency is not selected, the TOP UP facility may not be registered.
 - In case of Quarterly SIP, only the Yearly frequency is available under SIP TOP UP.
- The investor hereby agrees to indemnify and not hold responsible, the AMC and its employees, the R&T agent and the service providers in case his/her bank is not able to effect any of the payment instructions for whatsoever reason.
- Demat/Non-Demat Mode:** Investors have an option to hold the Units in dematerialized form. Please tick the relevant option of Yes/No for opting/not opting units in demat form. If no option is exercised, "No" will be the default option. Applicants must ensure that the sequence of names as mentioned in the application form matches with that of the account held with the Depository Participant. If the details mentioned in the application are incomplete/incorrect or not matched with the Depository data, the application shall be treated as invalid and the units would be allotted in Non-Demat mode. The application form should mandatorily accompany the latest Client investor master/ Demat account statement. Demat option will be not be available for Daily/Weekly/Fortnightly dividend options. Investors desiring to get allotment of units in demat mode must have a beneficiary account with a Depository Participant (DP) of the Depositories i.e. National Securities Depositories Limited (NSDL) / Central Depository Services Limited (CDSL).

Allotment letters would be sent to investors who are allotted units in Demat mode and a Statement of Accounts would be sent to investors who are allotted units in non-Demat mode. Investors are requested to note that Units held in dematerialized form are freely transferable except units held in Equity Linked Savings Scheme's (ELSS) during the lock-in period.

The units will be allotted based on the applicable NAV as per the SID and will be credited to investor's Demat account on weekly basis upon realization of funds. For e.g. Units will be credited to investors Demat account every Monday for realization status received in last week from Monday to Friday.

The investors shall note that for holding the units in demat form, the provisions laid in the Scheme Information Document (SID) of respective Scheme and guidelines/procedural requirements as laid by the Depositories (NSDL/CDSL) shall be applicable. In case the unit holder wishes to convert the units held in non-demat mode to demat mode or vice versa at a later date, such request along with the necessary form should be submitted to their Depository Participant(s).

Units held in demat form will be freely transferable, subject to the applicable regulations and the guidelines as may be amended from time to time.



ICICI Prudential Mutual Fund
 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express
 Highway, Goregaon (East), Mumbai 400 063.
 Tel: (91) (22) 26852000, Fax: (91)(22) 2686 8313.

New Fund Offer Opens on: November 18, 2014
New Fund Offer Closes on: December 02, 2014

Date:

D	D	M	M	Y	Y	Y	Y
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MUTUAL FUND
 Please read the instructions carefully before investing.

ICICI Prudential Equity Income Fund
APPLICATION SUPPORTED BY BLOCKED AMOUNT (ASBA) FORM
 for Demat Account Holders

ASBA Application No. _____

BROKER/AGENT INFORMATION				FOR OFFICE USE ONLY			
Broker Name & AMFI Regn. No.	Sub-Broker Name & ARN Code	EUIIN (Employee UIN)	Sub-broker (As allotted by ARN holder)	SCSB (Name & Code)	SCSB IFSC Code (11 digit code)	Syndicate Member Code (Name & Code)	S. No.

Declaration for "execution-only" transaction (only where EUIIN box is left blank): I/We hereby confirm that the EUIIN box has been intentionally left blank by me/us as this is an "execution-only" transaction without any interaction or advice by the employee/relationship manager/sales person of the above distributor or notwithstanding the advice of in-appropriateness, if any, provided by the employee/relationship manager/sales person of the distributor and the distributor has not charged any advisory fees on this transaction.

SIGNATURE OF SOLE / FIRST APPLICANT _____ SIGNATURE OF SECOND APPLICANT _____ SIGNATURE OF THIRD APPLICANT _____

Name of First Applicant (As in Demat account)	Mr. / Ms. / M/s.												
Existing Folio No. (Please fill in your folio no., if any)													

DEMAT ACCOUNT DETAILS OF FIRST APPLICANT (Mandatory - Refer Terms & Conditions No.10 on the reverse side of this form)

Depository Name (Please tick any) National Securities Depository Ltd. (NSDL) Central Depository Services [India] Ltd. (CDSL)

Depository Participant Name													
Depository Participant (DP) ID											Beneficiary Account No.		

PERMANENT ACCOUNT NUMBER (PAN) (Please attach proof) (Mandatory)

1st Applicant	Guardian (in case 1st applicant is minor)
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INVESTMENT DETAILS (For scheme details, please read the Key Information Memorandum/Scheme Information Document of the Scheme)

Name of the Scheme: **ICICI PRUDENTIAL EQUITY INCOME FUND** (Please tick (✓) the appropriate boxes below, only if it is applicable to the scheme/plan in which you wish to invest)

PLAN: Regular Direct OPTION: Cumulative Dividend Reinvestment Dividend Payout Dividend Frequency: AEP Frequency:

SCB/ASBA BANK ACCOUNT DETAILS OF FIRST APPLICANT FOR BLOCKING OF FUND (Refer Terms & Conditions No.7 on the reverse side of this form)

Name of the Bank _____

Branch Address _____ City _____

Account Number _____ Account Type Current Savings NRO NRE

Total Amount to be blocked [Rs. in figures] _____ Total Amount to be blocked [Rs. in words] _____

If "Mandatory Details" are not provided, your application is liable to be rejected.

UNDERTAKING BY ASBA INVESTOR: 1) I/We hereby undertake that I/We am/are an ASBA Investor as per the applicable provisions of the SEBI (Issue of Capital and Disclosure Requirements), Regulations 2009 ("SEBI Regulations") as amended from time to time. 2) In accordance with ASBA process provided in the SEBI Regulations and as disclosed in this application, I/We authorize (a) the SCSB to do all necessary acts including blocking of application money towards the Subscription of Units of the Scheme, to the extent mentioned above in the "SCSB / ASBA Account details" or unblocking of funds in the bank account maintained with the SCSB specified in this application form, transfer of funds to the Bank account of the Scheme/ICICI Prudential Mutual Fund on receipt of instructions from the Registrar and Transfer Agent after the allotment of the Units entitling me/us to receive Units on such transfer of funds, etc. (b) Registrar and Transfer Agent to issue instructions to the SCSB to remove the block on the funds in the bank account specified in the application, upon allotment of Units and to transfer the requisite money to the Scheme's account / Bank account of ICICI Prudential Mutual Fund. 3) In case the amount available in the bank account specified in the application is insufficient for blocking the amount equivalent to the application money towards the Subscription of Units, the SCSB shall reject the application. 4) If the DP ID, Beneficiary Account No. or PAN furnished by me/us in the application is incorrect or incomplete or not matching with the depository records, the application shall be rejected and the ICICI Prudential Mutual Fund or ICICI Prudential Asset Management Company Limited or ICICI Prudential Trustee Company Limited or SCSBs shall not be liable for losses, if any. All future communication in connection with NFO should be addressed to the SCSB/RTA/AMC quoting the full name of the Sole/First Applicant, NFO Application Number, ASBA Application Number, Depository Account details [if it has been provided], Amount applied for and the account number from where NFO amount was blocked. 5) The ARN holder has disclosed to me/us all the commissions (in the form of trail commission or any other mode), payable to him for the different competing Schemes of various Mutual Funds from amongst which the Scheme is being recommended to me/us. Applicable to NRIs only: I/We confirm that I am/we are non-resident of Indian Nationality/origin and I/we hereby confirm that the funds for subscription, have been remitted from abroad through normal banking channels or from funds in my/our non-resident external/ordinary account/FCNR account. I/We am/are not prohibited from accessing capital markets under any order/ruling/judgement etc. of any regulation, including SEBI. I/We am/are confirm that my application is in compliance with applicable Indian and Foreign laws.

First/Sole Applicant	Second Applicant	Third Applicant
SIGNATURE OF BANK ACCOUNT HOLDERS		



ACKNOWLEDGEMENT SLIP [To be filled in and attached by the applicant with the NFO Application Form]

ICICI Prudential Mutual Fund, 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai 400 063. Tel: (91) (22) 26852000, Fax: (91)(22) 2686 8313.

Date:

D	D	M	M	Y	Y	Y	Y
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ASBA Application No.: _____

Received from Mr. / Ms. /M/s. _____	
Address _____	
ICICI PRUDENTIAL EQUITY INCOME FUND	PLAN: <input type="checkbox"/> Regular <input type="checkbox"/> Direct OPTION: <input type="checkbox"/> Cumulative <input type="checkbox"/> Dividend Reinvestment <input type="checkbox"/> Dividend Payout
SCSB A/c. No. _____ Bank Name _____ Branch Name _____	Dividend Frequency: _____ AEP Frequency: _____
Rs. (in figures) _____ Rupees (in words) _____	

SCSB Stamp, Signature, Date & Time of Receipt

Terms and Conditions

- 1) An ASBA investor, intending to subscribe to a public, shall submit a completed ASBA form to a Self Certified Syndicate Bank (SCSB), with whom the bank account to be blocked, is maintained, through one of the following modes ?
 - (i) Submit the form physically with the Designated Branches (DBs) of the SCSB ("Physical ASBA");
 - (ii) Submit the form electronically through the internet banking facility offered by the SCSB ("Electronic ASBA").
- 2) ASBA Facility is provided only for Demat Account Holders
- 3) From one bank account more than five applications will not be allowed
- 4) Investors shall note that the NFO units will be credited in the demat account specified in the ASBA cum application form and hence these details are mandatory.
- 5) To ensure that NFO units are allotted, Investors to ensure that their demat accounts are active i.e. not frozen or suspended.
- 6) Investors to note that if the DP-ID, beneficiary account and the PAN provided in the form are incomplete, incorrect or do not match with the depository records of NSDL or CDSL, the application shall be rejected.
- 7) Bank account details provided in the application will be the bank account number from where the NFO application amount is authorized to be blocked, Bid amount, bank and branch name shall be given in this block.
- 8) Investors will ensure that sufficient balance is maintained in the bank account mentioned in the form, else the application shall be liable to be rejected.
- 9) In case an ASBA investor wants to withdraw his/her ASBA during the bidding / offer period, he/ she shall submit his/ her withdrawal request to the SCSB, which shall do the necessary, including deletion of details of the withdrawn ASBA from the electronic bidding system of the Stock Exchange(s) and unblocking of funds in the relevant bank account.
- 10) **Demat/Non-Demat Mode:**
 1. Investor can hold units in demat/non-demant mode. In case investor did not provide demat account details or details of DP ID/BO ID, provided by the investor, is incorrect or demat account is not activated or not in active status, the units would be allotted in non demat mode.
 2. The investor can dematerialize his/her holdings in non demat mode. Similarly, investor can rematerialize holdings in demat mode. All expenses in connection with conversion from demat to remat mode or remat to demat mode will have to be incurred by the investors.
 3. Allotment letters would be sent to investors who are allotted units in demat mode and Statement of Accounts would be sent to investors who are allotted units in non demat mode.
- 11) SCSB means Self Certified Syndicate Bank registered with the SEBI, which offers the facility of ASBA. The current list of SCSBs as available on SEBI website is as follows:
 1. Axis Bank Ltd 2. State Bank of Hyderabad 3. Corporation Bank 4. State Bank of Travencore 5. IDBI Bank Ltd. 6. State Bank of Bikaner and Jaipur 7. YES Bank Ltd. 8. Punjab National Bank 9. Deutsche Bank 10. Union Bank of India 11. HDFC Bank Ltd. 12. Bank of Baroda 13. ICICI Bank Ltd 14. Vijaya Bank 15. Bank of Maharashtra 16. State Bank of India 17. Andhra Bank 18. HSBC Ltd. 19. Kotak Mahindra Bank Ltd. 20. Bank of India 21. CITI Bank 22. IndusInd Bank 23. Allahabad Bank 24. Karur Vysya Bank Ltd. 25. The Federal Bank 26. Indian Bank 27. Central Bank of India 28. Oriental Bank of Commerce 29. Standard Chartered Bank 30. J P Morgan Chase Bank, N.A. 31. Nutan Nagarik Sahakari Bank Ltd. 32. UCO Bank 33. Canara Bank 34. United Bank of India.
- 12) The investor is required to submit a copy of the acknowledgement receipt of the ASBA Form (as submitted with SCSB) along with the NFO application form to be furnished to ICICI Prudential Mutual Fund.



Declaration of Ultimate Beneficial Ownership [UBO]

(Mandatory for Non-individual Applicant/Investor)

To be filled in BLOCK LETTERS (Please strike off section(s) that is/are not applicable)

Part I: Applicant/Investor details:

Investor Name:

PAN:

Part II: Listed Company / its subsidiary company

(i) I/We hereby declare that:

- Our company is a Listed Company, listed on recognized stock exchange in India
- Our company is a subsidiary of the Listed Company
- Our company is controlled by a Listed Company
- None of the above

(ii) Details of Listed Company ^

Stock Exchange on which listed _____ Security ISIN _____

(Note: ^ Details of holding/parent company should be provided where applicant/investor is a subsidiary of listed company)
If 'None of the above' option is selected, the following information [Part III] shall be provided mandatorily as applicable

Part III: Individuals other than Listed Company / its subsidiary company

(i) Category [tick (✓) applicable category]:

- Unlisted Company
- Partnership Firm / Limited Liability Partnership Company
- Unincorporated association / body of individuals
- Public Charitable Trust
- Religious Trust
- Private Trust
- Trust created by a Will
- Others _____ *[please specify]*

Details of Ultimate Beneficiary Owners*:

S No	Name of UBO [Mandatory]	PAN or any other valid ID proof for those where PAN is not applicable # [Mandatory]	Position / Designation [to be provided wherever applicable]	Applicable Period	UBO Code [Mandatory] [Refer instructions E]	KYC (Yes/No) [Please attached KYC acknowledgement copy]

* If the given rows are not sufficient, applicant/investor can submit multiple declarations covering all Ultimate Beneficial Owners
Attached documents should be self-certified by the UBO and certified by the applicant/investor/authorized signatory (ies).

Part IV : Declaration

I/We acknowledge and confirm that the information provided above is/are true and correct to the best of my/our knowledge and belief. In case any of the above specified information is found to be false or untrue or misleading or misrepresenting and/or the declaration is not provided, then the AMC/Trustee/Mutual Fund shall reserve the right to reject the application and/or reverse the allotment of units and the AMC/Trustee/Mutual Fund shall not be liable for the same. I/We hereby authorize sharing of the information furnished in this form with all SEBI Registered Intermediaries and they can rely on the same. In case the above information is not provided, it will be presumed that applicant is the ultimate beneficial owner, with no declaration to submit. I/We also undertake to keep you informed in writing about any changes/modification to the above information in future and also undertake to provide any other additional information as may be required at your end.

Authorized Signatories [with Company/Trust/Firm/Body Corporate seal]

Date: ____ / ____ / ____

Place: -----

UBO - GENERAL INFORMATION AND INSTRUCTIONS

As per SEBI Master Circular No. CIR/ISD/AML/3/2010 dated December 31, 2010 regarding Client Due Diligence policy, related circulars on anti-money laundering and SEBI circular No. CIR/MIRSD/2/2013 dated January 24, 2013, non-individuals and trusts are required to provide details of ultimate beneficiary owner (UBO) and submit appropriate proof of identity of such UBOs. The beneficial owner has been defined in the circular as the natural person or persons, who ultimately own, control or influence a client and/or persons on whose behalf a transaction is being conducted, and includes a person who exercises ultimate effective control over a legal person or arrangement.

1. Ultimate Beneficiary Owner (UBO):

A. For Investors other than individuals or trusts:

- (i) The identity of the natural person, who, whether acting alone or together, or through one or more juridical person, exercises control through ownership or who ultimately has a controlling ownership interest. Controlling ownership interest means ownership of/entitlement to:
- more than 25% of shares or capital or profits of the juridical person, where the juridical person is a company;
 - more than 15% of the capital or profits of the juridical person, where the juridical person is a partnership;
 - more than 15% of the property or capital or profits of the juridical person, where the juridical person is an unincorporated association or body of individuals.
- (ii) In cases where there exists doubt under clause (i) above as to whether the person with the controlling ownership interest is the beneficial owner or where no natural person exerts control through ownership interests, the identity of the natural person exercising control over the juridical person through other means like through voting rights, agreement, arrangements or in any other manner.
- (iii) Where no natural person is identified under clauses (i) or (ii) above, the identity of the relevant natural person who holds the position of senior managing official.

B. For Investors which is a trust:

The identity of the settlor of the trust, the trustee, the protector, the beneficiaries with 15% or more interest in the trust and any other natural person exercising ultimate effective control over the trust through a chain of control or ownership.

C. Exemption in case of listed companies / foreign investors

The client or the owner of the controlling interest is a company listed on a stock exchange, or is a majority-owned subsidiary of such a company, it is not necessary to identify and verify the identity of any shareholder or beneficial owner of such companies. Intermediaries dealing with foreign investors viz., Foreign Institutional Investors, Sub Accounts and Qualified Foreign Investors, may be guided by the clarifications issued vide SEBI circular CIR/MIRSD/11/2012 dated September 5, 2012, for the purpose of identification of beneficial ownership of the client.

D. KYC requirements

Beneficial Owner(s) is/are required to comply with the prescribed KYC process as stipulated by SEBI from time to time with any one of the KRA & submit the same to AMC. KYC acknowledgement proof is to be submitted for all the listed Beneficial Owner(s).

E. UBO Codes:

UBO Code	Description
UBO-1	Controlling ownership interest of more than 25% of shares or capital or profits of the juridical person [Investor], where the juridical person is a company
UBO-2	Controlling ownership interest of more than 15% of the capital or profits of the juridical person [Investor], where the juridical person is a partnership
UBO-3	Controlling ownership interest of more than 15% of the property or capital or profits of the juridical person [Investor], where the juridical person is an unincorporated association or body of individuals
UBO-4	Natural person exercising control over the juridical person through other means exercised through voting rights, agreement, arrangements or in any other manner [In cases where there exists doubt under UBO-1 to UBO-3 above as to whether the person with the controlling ownership interest is the beneficial owner or where no natural person exerts control through ownership interests]
UBO-5	Natural person who holds the position of senior managing official [In case no natural person cannot be identified as above]
UBO-6	The settlor(s) of the trust
UBO-7	Trustee(s) of the Trust
UBO-8	The Protector(s) of the Trust [if applicable].
UBO-9	The beneficiaries with 15% or more interest in the trust if they are natural person(s)
UBO-10	Natural person(s) exercising ultimate effective control over the Trust through a chain of control or ownership.

For any queries/clarifications, please contact the nearest Customer/Investor Service Centres of the AMC. The list of our authorised centres is available in the section 'Contact Us' on our website www.icicipruamc.com.

ICICI Prudential Mutual Fund Official Points of Acceptance

<p>• Ahmedabad: 307, 3rd Floor, Zodiac Plaza, Beside Nabard Vihar, Near St. Xavier's College Corner, H.L. Collage Road, Off C. G. Road, Ahmedabad 380009, Gujarat • Amritsar: Eminent Mall, 2nd Floor, Kennedy Avenue, 10 The Mall, Amritsar - 143001, Punjab • Anand: 109-110, Maruti Sharnam Complex, Opp. Nandbhumi Party Plot, Anand Vallabh Vidyanagar Road, Anand - 388001, Gujarat • Aurangabad: Unit B-5, 1st Floor, Aurangabad Business Centre, Adalat Road, Aurangabad - 431001, Maharashtra • Bangalore (M G Road): Phoenix Pinnacle, First Floor, Unit 101 -104, No 46, Ulsoor Road, Bangalore 560042, Karnataka • Baroda: 2nd Floor, Offc No 202, Goldcroft, Jetalpur Road, Alkapuri, Vadodara 390007, Gujarat • Bhopal: MF-26/27 Block-C, Mezzanine Floor, Mansarovar Complex, Hoshangabad Road, Bhopal-462016, Madhya Pradesh • Bhubaneswar: Rajdhani House, 1st Floor, Front Wing, 77, Janpath, Kharvel Nagar, Bhubaneswar 751001, Orissa • Chandigarh: SCO 137-138, F.F. Sec-9C, Chandigarh 160017, Chandigarh • Chennai- Lloyds Road: Abithil Square, 189, Lloyds Road, Royapettah, Chennai 600014, Tamil Nadu • Cochin: #956/3 & 956/4 2nd Floor, Teepeyam Towers, Kurushpally Road, Off MG Road, Ravipuram , Kochi 682015, Kerala • Coimbatore: "Shylaja Complex", First Floor, No 575 C, D.B. Road, Near Post Office Signal, R. S. Puram, Coimbatore 641002, Tamil Nadu • Dehradun: 1st Floor, Opp. St. Joseph school back gate, 33, Subhash road, Dehradun 248001, Uttaranchal • Durgapur: Mezzanine Floor, Lokenath Mansion, Sahid Khudiram Sarani, City Centre, Durgapur 713216, West Bengal • Gurgaon: M.G. Road, Vipul Agora Bulding, Unit no 109, 1st Floor, Opp. JMD Regedt Sq, Gurgaon - 122001 • Guwahati: Jadavbora Complex, M.Dewanpath, Ullubari, Guwahati 781007, Assam • Hyderabad-Begumpet:</p>	<p>Gowra Plaza, 1st Floor, No: 1-8-304-307/381/444,S.P. Road, Begumpet, Secunderabad, Hyderabad 500003, Andhra Pradesh • Indore: 310-311 Starlit Tower,29/1 Y N Road, Indore 452001, Madhya Pradesh • Jaipur: Building No 1, Opp Amrapura Sthaan, M.I. Road, Jaipur 302001, Rajasthan • Jalandhar: 102, 1st Floor, Arora Prime Tower, G T Road, Jalandhar - 144001, Punjab • Jamshedpur: Office # 7, II Floor, Bharat Business Centre, Holding # 2, Ram Mandir Area, Bistupur, Jamshedpur 831001, Jharkhand • Kalyani: B- 9/ 14 (C.A), 1st Floor, Central Park, Dist- Nadia, Kalyani 741235, West Bengal • Kanpur: 516-518, Krishna Tower, 15/63, Civil Lines, Opp. U.P. Stock Exchange, Kanpur 208001, Uttar Pradesh • Kolhapur: 1089, E Ward, Anand Plaza, Rajaram Road, Kolhapur 416001, Maharashtra • Kolkata - Dalhousie: Room no. 302, 3rd Floor, Oswal Chambers, 2, Church Lane, Kolkata 700001, West Bengal • Kolkata - Lords: 227, AJC Bose Road, Anandalok, 1st Floor, Room No. 103/103A, Block - B, Kolkata 700020, West Bengal • Lucknow: 1st Floor Modern Business Center, 19 Vidhan Sabha Marg, Lucknow 226001, Uttar Pradesh • Ludhiana: SCO 121, Ground Floor, Feroze Gandhi Market, Ludhiana 141001, Punjab • Mumbai-Borivli: ICICI Prudential Mutual Fund, Ground Floor, Suchitra Enclave Maharashtra Lane, Borivli (West), Mumbai 400092, Maharashtra • Mumbai - Fort: ICICI Prudential Asset Management Co Ltd, 2nd Floor, Brady House, 12/14 Veer Nariman Road Fort, Mumbai 400001, Maharashtra • Mumbai - Ghatkopar: Ground Floor, Unit No 4 & 5, Platinum Mall, Opposite Ghatkopar Railway Station, Jawahar Road, Ghatkopar East, Mumbai 400077 • Mumbai - Goregaon: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon, Mumbai 400013, Maharashtra • Mumbai-Khar: ICICI Prudential Mutual Fund, 101, 1st Floor,</p>	<p>Abbas Manzil, Opposite Khar Police Station, S. V. Road, Khar (W), Mumbai 400052, Maharashtra • Mumbai-Thane: ICICI Prudential Mutual Fund, Ground Floor, Mahavir Arcade, Ghantali Road, Naupada, Thane West, Thane 400602, Maharashtra • Mumbai-Vashi: ICICI Prudential AMC Ltd, Devavatra Co-op Premises, Plot No 83, Office No 26, Gr Floor, Sector 17, Vashi, Navi Mumbai 400703, Maharashtra • Nagpur: 1st Floor, Mona Enclave, WHC Road, Near Coffee House Square, Above Titan Eye Showroom, Dharampeth, Nagpur 440010, Maharashtra • Nashik: Shop No 1 Rajeev Enclave Near Old Municipal Corporation, New Pandit Colony, Nashik 422002, Maharashtra • New Delhi: 12th Floor Narain Manzil, 23 Barakhamba Road, New Delhi 110001, New Delhi • Noida: F-25, 26 & 27, First Floor, Savitri market, Sector-18, Noida 201301, Uttar Pradesh • Panjim: Sandeep Apts, Shop No. 5 & 6, Grond Floor, Next to Hotel Samrat, Dr. Dada Vaidya Road, Panaji 403001, Goa • Patna: 1st Floor, Kashi Place, Dak Bungalow Road, Patna 800001, Bihar • Pune: 1205/4/ 6 Shivaji Nagar, Chimbalkar House, Opp Sambhaji Park, J M Road, Pune 411004, Maharashtra • Raipur: 3rd Floor, Tank Business Tower, Near Fafadih Chowk, Raipur - 492001 • Rajkot: Office no 201, 2nd Floor, Akshar X, Jagannath-3, Dr. Yagnik Road, Rajkot 360001, Gujarat • Siliguri: Ganapati Plaza, 2nd Floor, Sevoke Road, Siliguri 734001, West Bengal • Surat: HG 30, B Block, International Trade Center, Majura Gate, Surat 395002, Gujarat • Udaipur: Shukrana, 6 Durga Nursery Road, Near Sukhadia Memorial, Udaipur 313001, Rajasthan • Varanasi: D-58/2, Unit No.52 & 53, 1st Floor, Kuber Complex, Rath Yatra Crossing, Varanasi 221010, Uttar Pradesh • Email: trxn@icicipruamc.com</p>
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Toll Free Numbers: (MTNL/BSNL) 1800222999; (Others) 18002006666 • Website: www.icicipruamc.com

Other Cities: Additional official transaction acceptance points (CAMS Transaction Points)

<p>• Agartala: Advisor Chowmuhani (Ground Floor) Krishnanagar, Agartala 799001, Tripura • Agra: No. 8, II Floor Maruti Tower Sanjay Place, Agra 282002, Uttar Pradesh • Ahmedabad: 111-113, 1st Floor, Devpath Building, off : C G Road, Behind Lal Bungalow, Ellis Bridge , Ahmedabad, Ahmedabad 380006, Gujarat • Ajmer: Shop No.S-5, Second Floor Swami Complex, Ajmer 305001, Rajasthan • Akola: Opp. RL T Science College Civil Lines, Akola 444001, Maharashtra • Aligarh: City Enclave, Opp. Kumar Nursing Home Ramghat Road, Aligarh 202001, Uttar Pradesh • Allahabad: 30/2, A&B, Civil Lines Station, Besides Vishal Mega Mart, Strachey Road, Allahabad 211001, Uttar Pradesh • Alleppey: Doctor's Tower Building, Door No. 14/2562, 1st floor, North of Iorn Bridge, Near Hotel Arcadia Regency, Alleppey 688011, Kerala • Alwar: 256A, Scheme No: 1, Arya Nagar, Alwar 301001, Rajasthan • Amaravati: 81, Gulsham Tower, 2nd Floor Near Panchsheel Talkies, Amaravati 444601, Maharashtra • Ambala: Opposite PEER, Bal Bhawan Road, Ambala 134003, Haryana • Amritsar: SCO - 18J, 'C' Block, Ranjit Avenue, Amritsar 140001, Punjab • Anand: 101, A.P. Tower, B/H, Sardhar Gunj Next to Nathwani Chambers, Anand 388001, Gujarat • Anantapur: 15-570-33, I Floor Pallavi Towers, Anantapur 515001, Andhra Pradesh • Andheri (parent: Mumbai ISC): CTS No 411, Citipoint, Gundiwali, Teli Gali, Above C.T. Chatwani Hall, Andheri 400069, Maharashtra • Ankleshwar: Shop # F-56, 1st Floor, Omkar Complex, Opp Old Colony, Near Valia Char Rasta, G.I.D.C., Ankleshwar 393002, Gujarat • Asansol: Block - G 1st Floor P C Chatterjee Market Complex Rambandhu Talab P O Ushagram, Asansol 713303, West Bengal • Aurangabad: Office No. 1, 1st Floor Amodi Complex Juna Bazar, Aurangabad 431001, Maharashtra • Balasure: B C Sen Road, Balasure 756001, Orissa • Bangalore: Trade Centre, 1st Floor 45, Dikensen Road (Next to Manpal Centre), Bangalore 560042, Karnataka • Bankura: CAMS Service Center, Cinema Road, Nutungani, Beside Mondal Bakery, P.O. & Dist. Bankura 722101 • Bareilly: F-62-63, Butler Plaza Civil Lines, Bareilly 243001, Uttar Pradesh • Belgaum: Tanish Tower CTS No. 192/A, Gururwar Peth Tilakwadi, Belgaum 590006, Karnataka • Bellary: CAMS Service centre, # 60/5, Mullangi Compound, Gandhinagar Main Road, (Old Gopalswamy Road), Bellary 583103, Karnataka • Berhampur: First Floor, Upstairs of Aaroon Printers Gandhi Nagar Main Road, Berhampur 760001, Orissa • Bhagalpur: Dr R P Road Khalifabag Chowk, Bhagalpur 812002, Bihar • Bharuch (parent: Ankleshwar TP): F-108, Rangoli Complex Station Road, Bharuch 392001, Gujarat • Bhatinda: 2907 GH,GT Road Near Zila Parishad, Bhatinda 151001, Punjab • Bhavnagar: 305-306, Sterling Point Waghawadi Road Opp. HDFC Bank, Bhavnagar 364002, Gujarat • Bhilai: Shop No. 117, Ground Floor, Khicharia Complex, Opposite IDBI Bank, Nehru Nagar Square, Bhilai</p>	<p>490020, Chattisgarh • Bhilwara: Indrapartha tower Shop Nos 209-213, Second floor, Shyam ki sabji mandi Near Mukharji garden, Bhilwara 311001, Rajasthan • Bhopal: Plot No. 10, 2nd floor, Alankar Complex, Near ICICI Bank, M P Nagar, Zone II, Bhopal 462011, Madhya Pradesh • Bhubaneswar: 101/ 7, Janpath, Unit-III, Bhubaneswar 751001, Orissa • Bhuj: Data Solution, Office No:171 1st Floor Municipal Building Opp Hotel Prince Station Road, Bhuj - Kutch 370001, Gujarat • Bhusawal (Parent: Jalgaon TP): 3, Adelade Apartment Christain Mohala, Behind Gulshan-E-Iran Hotel Amardeep Talkies Road Bhusawal, Bhusawal 425201, Maharashtra • Bikaner: F 4, 5 Bothra Complex, Modern Market, Bikaner 334001, Rajasthan • Bilaspur: B2nd Floor, Gwalani Chambers, St Xavier School Road, In Front of CIT (Income Tax) Office, Vyapar Vihar, Bilaspur 495001, Contact No.: 9203900626 • Bokaro: Mazanine Floor, F-4, City Centre Sector 4, Bokaro Steel City 827004, Bokaro 827004, Jharkhand • Burdwan: 399, G T Road Basement of Talk of the Town, Burdwan 713101, West Bengal • Calicut: 29/97G 2nd Floor Gulf Air Building Mavoor Road Arayidathupalam, Calicut 673016, Kerala • Chandigarh: Deepak Towers, SCO 154-155, 1st Floor, Sector17-C, Chandigarh 160017, Punjab • Chennai: Ground Floor No.178/ 10, Kodambakkam High Road Opp. Hotel Palmgrove Nungambakkam, Chennai 600034, Tamil Nadu • Chennai: 7th floor, Rayala Tower - III, 158, Annasalai, Chennai, Chennai 600002, Tamil Nadu • Chennai: Ground floor, Rayala Tower-1, 158, Annasalai, Chennai, Chennai 600002, Tamil Nadu • Cochin: 1st Floor, K C Centre, Door No. 42/227-B, Chittoor Road, Opp. North Town Police Station, Kacheripady, Cochin - 682 018. Tel.: (0484) 6060188/6400210 • Coimbatore: Old # 66 New # 86, Lokamanya Street (West) Ground Floor R.S. Puram, Coimbatore 641002, Tamil Nadu • Cuttack: Near Indian Overseas Bank Cantonment Road Mata Math, Cuttack 753001, Orissa • Davenegere: 13, 1st Floor, Akkamahadevi Samaj Complex Church Road P.J.Extension, Devengere 577002, Karnataka • Dehradun: 204/121 Nari Shipal Mandir Marg Old Connaught Place, Dehradun 248001, Uttaranchal • Delhi: CAMS Collection Centre, Flat no.512, Narain Manzil, 23, Barakhamba Road, Connaught Place, New Delhi 110001, New Delhi • Deoghar: S S M Jalan Road Ground floor Opp. Hotel Ashoke Caster Town, Deoghar 814112, Jharkhand • Dhanbad: Urmila Towers Room No: 111(1st Floor) Bank More, Dhanbad 826001, Jharkhand • Durgapur: City Plaza Building, 3rd floor, City Centre, Durgapur 713216, West Bengal • Erode: 197, Seshaiyer Complex Agramaram Street, Erode 638001, Tamil Nadu • Faridhabad: B-49, 1st Floor Nehru Ground Behind Anupam Sweet House NIT, Faridhabad 121001, Haryana • Ghaziabad: 113/61 Floor Navyug Market, Gaziabad 201001, Uttar Pradesh • Goa: No.108, 1st Floor, Gurudutta Bldg Above Weekender M G Road, Panaji (Goa)</p>	<p>403001, Goa • Gondal: Parent CSC - Rajkot, A/177, Kailash Complex, Khedut Decor, Gondal 360311, Gujarat • Gorakhpur: Shop No. 3, Second Floor, The Mall Cross Road, A.D. Chowk Bank Road, Gorakhpur 273001, Uttar Pradesh • Guntur: Door No 5-38-44 5/1 BRODIPET Near Ravi Sankar Hotel, Guntur 522002, Andhra Pradesh • Gurgaon: SCO - 17, 3rd Floor, Sector-14, Gurgaon 122001, Haryana • Guwahati: A.K. Azad Road, Rehbari, Guwahati 781008, Assam • Gwalior: G-6, Global Apartment Phase-II, Opposite Income Tax Office, Kailash Vihar City Centre, Gwalior 474001, Madhya Pradesh • Hazaribagh: Municipal Market Annanda Chowk, Hazaribagh 825301, Jharkhand • Hisar: 12, Opp. Bank of Baroda Red Square Market, Hisar 125001, Haryana • Hubli: No.204 - 205, 1st Floor, 'B' Block, Kundagol Complex, Opp. Court, Club Road, Hubli 580029, Karnataka • Hyderabad: 208, II Floor, Jade Arcade Paradise Circle, Secunderabad 500003, Andhra Pradesh • Indore: 101, Shalimar Corporate Centre 8-B, South Tukogunj, Opp. Greenpark, Indore 452001, Madhya Pradesh • Irinjalakuda: CAMS Service Center, XIX/546-P-3, Nakkara Complex, Opp. Municipal Town Hall, Irinjalakuda-680121 • Jabalpur: 975, Chouksey Chambers, Near Gitanjali School, 4th Bridge, Napier Town, Jabalpur 482001, Madhya Pradesh • Jaipur: R-7, Yudhisthir Marg, C-Scheme Behind Ashok Nagar Police Station, Jaipur 302001, Rajasthan • Jalandhar: 367/8, Central Town Opp. Gurudwara Diwan Asthan, Jalandhar 144001, Punjab • Jalgaon: Rustomji Infotech Services 70, Navipeth Opp. Old Bus Stand, Jalgaon 425001, Maharashtra • Jalna C.C. (Parent: Aurangabad): Shop No 6, Ground Floor, Anand Plaza Complex, Bharat Nagar, Shivaji Putla Road, Jalna 431203, Maharashtra • Jammu: JRDS Heights, Lane Opp. S&S Computers, Near RBI Building, Sector 14, Nanak Nagar, Jammu 180004, Jammu & Kashmir • Jamnagar: 207, Manek Centre, P N Marg, Jamnagar 361001, Gujarat. Tel.: (0288) 6540116 • Jamshedpur: Millennium Tower, "R" Road Room No:15 First Floor, Bistupur, Jamshedpur 831001, Jharkhand • Jhansi: Opp SBI Credit Branch Babu Lal Kharkana Compound Gwalior Road, Jhansi 284001, Uttar Pradesh • Jodhpur: 1/5, Nirmal Tower Ist Chopasani Road, Jodhpur 342003, Rajasthan • Junagadh: Circle Chowk, Near Choksi Bazar Kaman, Gujarat, Junagadh 362001, Gujarat • Kadapa: Bandi Subbaramaiah Complex, D.No:3/1718, Shop No: 8, Raja Reddy Street, Besides Bharathi Junior College, Kadapa 516001, Andhra Pradesh • Kakinada: No.33-1, 44 Sri Sathya Complex Main Road, Kakinada 533001, Andhra Pradesh • Kalyani: A - 1/50, Block - A, Dist Nadia, Kalyani 741235, West Bengal • Kannur: Room No.14/435 Casa Marina Shopping Centre Talap, Kannur 670004, Kerala • Kanpur: I Floor 106 to 108 CITY CENTRE Phase II 63/ 2, The Mall, Kanpur 208001, Uttar Pradesh • Karimnagar: HNo.7-1-257, Upstairs S B H</p>
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Other Cities: Additional official transaction acceptance points (CAMS Transaction Points) (Contnd.)

Mangammathota, Karimnagar 505001, Andhra Pradesh • **Kamal (Parent: Panipat TP):** 7, 1st Floor, Opp Bata Showroom Kunjapur Road, Karnal 132001, Haryana • **Karur:** # 904, 1st Floor Jawahar Bazaar, Karur 639001, Tamil Nadu • **Kestopur:** AA 101, Prafulla Kanan Sreeparna Apartment Ground Floor Kolkata, Kestopur 700101, West Bengal • **Kharagpur:** 623/1 Malancha Main Road, PO Nimpura, Ward No - 19, Kharagpur 721304, West Bengal • **Kolhapur:** 2 B, 3rd Floor, Ayodhya Towers, Station Road, Kolhapur 416001, Maharashtra • **Kolkata:** Saket Building, 44 Park Street, 2nd Floor, Kolkata 700071, West Bengal • **Kollam:** Kochupilamoodu Junction Near VLC, Beach Road, Kollam 691001, Kerala • **Kota:** B-33 'Kalyan Bhawan Triangle Part', Vallabh Nagar, Kota 324007, Rajasthan • **Kottayam:** Door No. IX / 1276 Amboorans Building Manorama Junction, Kottayam 686001, Kerala • **Kumbakonam:** Jailani Complex 47, Mutt Street, Kumbakonam 612001, Tamil Nadu • **Kurnool:** H.No.43/8, Upstairs Uppini Arcade, N R Peta, Kurnool 518004, Andhra Pradesh • **Lucknow:** Off # 4, 1st Floor, Centre Court Building, 3/C, 5 - Park Road, Hazratganj, Lucknow 226001, Uttar Pradesh • **Ludhiana:** U/ GF, Prince Market, Green Field Near Traffic Lights, Sarabha Nagar Pulli Pakhowal Road, Ludhiana 141002, Punjab • **Madurai:** Cams Service Centre, # 1st Floor, 278, North Perumal, Maistry Street (Nadar Lane), Madurai 625001, Tamil Nadu • **Mangalore:** No. G 4 & G 5, Inland Monarch Opp. Karnataka Bank Kadri Main Road, Kadri, Mangalore 575003, Karnataka • **Mapusa:** Office no.CF-8, 1st Floor, Business Point, Above Bicholima Urban Co-Op Bank Ltd, Angod, Mapusa 403507, Goa • **Margao:** Virginkar Chambers I Floor Near Kamath Milan Hotel, New Market, Near Lily Garments, Old Station Road, Margao 403601, Goa • **Meerut:** 108 1st Floor Shivam Plaza Opposite Eves Cinema, Hapur Road, Meerut 250002, Uttar Pradesh • **Mehsana:** 1st Floor, Subhadra Complex Urban Bank Road, Mehsana 384002, Gujarat • **Moradabad:** B-612 'Sudhakar' Lajpat Nagar, Moradabad 244001, Uttar Pradesh • **Mumbai:** Rajabahdur Compound, Ground Floor Opp Allahabad Bank, Behind ICICI Bank 30, Mumbai Samachar Marg, Fort, Mumbai 400023, Maharashtra • **Muzaffarpur:** Brahman toli, Durgasthan Gola Road, Muzaffarpur 842001, Bihar • **Mysore:** No. 1, 1st Floor CH.26 7th Main, 5th Cross (Above Trishakthi Medicals) Saraswati Puram, Mysore 570009, Karnataka • **Nadiad:** F 142, First Floor, Gantakaran Complex, Gunj Bazar, Nadiad 387001, Gujarat • **Nagpur:** 145 Lendra Park, Behind Indus Ind Bank New Ramdaspath, Nagpur 440010, Maharashtra • **Nasik:** Raturang Bungalow, 2 Godavari Colony Behind Big Bazar, Near Boys Town School Off College Road, Nasik 422005, Maharashtra • **Navsari:** CAMS Service Center, 16, 1st Floor, Shivani Park, Opp. Shankheswar Complex, Kaliawadi, Navsari, Navsari 396445, Gujarat • **Nellore:** 97/56, I Floor Immadisetty Towers Ranganayakulapet Road, Santhapet, Nellore 524001, Andhra Pradesh • **New Delhi:** 304-305 III Floor Kanchenjunga Building 18, Barakhamba Road Cannauget Place, New Delhi 110001, New Delhi • **Noida:** CAMS Service centre C-81, 1st floor, Sector - 2, Noida, Noida 201301, Uttar Pradesh • **Palakkad:** 10 / 688, Sreedevi Residency Mettupalayam Street, Palakkad 678001, Kerala • **Panipat:** 83, Devi Lal Shopping Complex Opp ABN Amro Bank, G.T. Road, Panipat 132103, Haryana • **Patiala:** 35, New Lal Bagh Colony, Patiala 147001, Punjab • **Patna:** G-3, Ground Floor, Om Vihar Complex, SP Verma Road, Patna 800001, Bihar • **Pathankot:** 13-A, 1st Floor, Gurjeet Market, Dhangu Road, Pathankot 145001, Punjab • **Pondicherry:** S-8, 100, Jawaharlal Nehru Street (New Complex, Opp. Indian Coffee House), Pondicherry 605001, Pondicherry • **Pune:** Nirmithi Eminence, Off No. 6, I Floor Opp Abhishek Hotel Mehendale Garage Road Erandawane, Pune 411004, Maharashtra • **Raipur:** HIG, C-23, Sector - 1, Devendra Nagar, Raipur 492004, Chattisgarh • **Rajahmundry:** Cabin 101 D.no 7-27-4 1st Floor Krishna Complex Baruvuri Street T Nagar, Rajahmundry 533101, Andhra Pradesh • **Rajkot:** Office 207 - 210, Everest Building Harihar Chowk, Opp Shastri Maidan, Limda Chowk, Rajkot 360001, Gujarat • **Ranchi:** 4, HB Road, No: 206, 2nd Floor Shri Lok Complex, Ranchi 834001, Jharkhand • **Rohtak:** 205, 2ND Floor, Blg. No. 2, Munjal Complex, Delhi Road, Rohtak 124001, Haryana • **Rourkela:** 1st Floor Mangal Bhawan Phase II Power House Road, Rourkela 769001, Orissa • **Saharanpur:** I Floor, Krishna Complex Opp. Hath Gate Court Road, Saharanpur 247001, Uttar Pradesh • **Salem:** No.2, I Floor Vivekananda Street, New Fairlands, Salem 636016, Tamil Nadu • **Sambalpur:** C/o Raj Tibrewal & Associates Opp. Town High School, Sansarak, Sambalpur 768001, Orissa • **Sangli:** Jiveshwar Krupa Bldg, Shop. No. 2, Ground Floor, Tilak Chowk, Harbhatar Road, Sangli 416416, Contact No.: 0233-6600510 • **Satara:** 117 / A / 3 / 22, Shukrawar Peth Sargam Apartment, Satara 415002,

Maharashtra • **Shillong:** 3rd Floor, RPG Complex, Keating Road, Shillong 793001, Meghalaya, Tel: (0364) 2502511 • **Shimla:** I Floor, Opp. Panchayat Bhawan Main gate Bus stand, Shimla 171001, Himachal Pradesh • **Shimoga:** Nethravathi Near Gutti Nursing Home Kuvempu Road, Shimoga 577201, Karnataka • **Siliguri:** No 7, Swamiji Sarani, Ground Floor Hakimpura, Siliguri 734001, West Bengal • **Solapur:** 4, Lokhandwala Tower, 144, Sidheshwar Peth, Near Z.P. Opp. Pangal High School, Solapur 413001, Maharashtra • **Sriganganagar:** 18 L Block, Sri Ganganagar 335001, Rajasthan • **Sreerampur:** CAMS Sreerampur CSC, 102, Alokalya, Gr Floor, N.S. Avenue, Sreerampur 712 201 • **Surat:** Office No 2 Ahura -Mazda Complex First Floor, Sadak Street Timalyawad, Nanpura, Surat 395001, Gujarat • **Thiruppur:** 1(1), Binny Compound, II Street, Kumaran Road, Thiruppur 641601, Tamil Nadu • **Thiruvallu:** Central Tower, Above Indian Bank Cross Junction, Tiruvalla 689101, Kerala • **Tirunelveli:** III Floor, Nellai Plaza 64-D, Madurai Road, Tirunelveli 627001, Tamil Nadu • **Tirupathi:** Shop No: 6, Door No: 19-10-8 (Opp to Passport Office), AIR Bypass Road Tirupati - 517501, Andhra Pradesh, Tel: (0877) 6561003 • **Trichur:** Room No. 26 & 27, DEE PEE PLAZA, Kokkalai, Trichur 680001, Kerala • **Trichy:** No 8, I Floor, 8th Cross West Extn Thillainagar, Trichy 620018, Tamil Nadu • **Trivandrum:** R S Complex Opposite of LIC Building Pattom PO, Trivandrum 695004, Kerala • **Udaipur:** 32 Ahinsapuri Fatehpura Circle, Udaipur 313004, Rajasthan • **Unjha (Parent: Mehsana):** 10/ 11, Maruti Complex, Opp. B R Marbles, Highway Road, Unjha 384170, Gujarat • **Vadodara:** 103 Aries Complex, BPC Road, Off R.C. Dutt Road, Alkapuri, Vadodara 390007, Gujarat • **Valsad:** Ground Floor Yash Kamal - "B" Near Dreamland Theater Tithal Road, Valsad 396001, Gujarat • **VAPI:** 215-216, Heena Arcade, Opp. Tirupati Tower, Near G.I.D.C. Char Rasata, Vapi 396195, Gujarat • **Varanasi:** Office no 1, Second floor, Bhawani Market, Building No. D-58/2-A1, Rathyatra, Beside Kuber Complex Varanasi - 221010, Uttar Pradesh • **Vellore:** No.1, Officers Line, 2nd Floor, MNR Arcade, Opp. ICICI Bank, Krishna Nagar, Vellore 632001, Tamil Nadu • **Vijayawada:** 40-1-68, Rao & Ratnam Complex Near Chennupati Petrol Pump M.G Road, Labbipet, Vijayawada 520010, Andhra Pradesh • **Visakhapatnam:** 47/ 9 / 17, 1st Floor 3rd Lane, Dwaraka Nagar, Visakhapatnam 530016, Andhra Pradesh • **Vizianagaram (parent: Vizag ISC):** F Block, Shop No 1 & 16, PSR Market Lower Tank Bund Road, Near RTC complex Vizianagaram, Vizianagaram 535002, Andhra Pradesh • **Warangal:** A.B.K Mall, Near Old Bus Depot Road, F-7, 1st Floor, Ramnagar, Hanamkonda, Warangal 506001, Andhra Pradesh • **Yamuna Nagar:** 124-B/R Model Town Yamunanagar, Yamuna Nagar 135001, Haryana.

TP Lite Centres

• **Ahmednagar:** B, 1+3, Krishna Encloave Complex, Near Hotel Natraj, Nagar-Aurangabad Road, Ahmednagar 414001, Maharashtra • **Basti:** Office # 3, 1st Floor, Jamia Shopping Complex, Opp Pandey School, Station Road, Basti 272002, Uttar Pradesh • **Chhindwara:** Office No - 1, Parasia Road, Near Mehta Colony, Chhindwara 480001, Madhya Pradesh • **Chittorgarh:** CAMS Service centre, 3 Ashok Nagar, Near Heera Vatika, Chittorgarh, Chittorgarh 312001, Rajasthan • **Darbhanga:** Shahi Complex, 1st Floor Near RB Memorial hospital, V.I.P. Road, Beta Laheriasarai, Darbhanga 846001, Bihar • **Dharmapuri:** # 16A/63A, Pidamaneri Road, Near Indoor Stadium, Dharmapuri, Dharmapuri 636701, Tamil Nadu • **Dhule:** H. No. 1793/A, J.B. Road, Near Tower Garden, Dhule 424001, Maharashtra • **Faizabad:** 64 Cantonment, Near GPO, Faizabad 224001, Uttar Pradesh • **Gandhidham:** S-7, Ratnakala Arcade, Plot No. 231, Ward - 12/B, Gandhidham 370201, Gujarat • **Gulbarga:** Pal Complex, 1st Floor Opp. City Bus Stop, SuperMarket, Gulbarga 585101, Karnataka • **Haldia:** 2nd Floor, New Market Complex, Durgachak Post Office, Purba Medinipur District, Haldia 721602, West Bengal • **Haldwani:** Durga City Centre, Nainital Road Haldwani, Haldwani 263139, Uttaranchal • **Himmatnagar:** D-78 First Floor, New Durga Bazar, Near Railway Crossing, Himmatnagar 383001, Gujarat • **Hoshiarpur:** Near Archies Gallery Shimla Pahari Chowk, Hoshiarpur 146001, Punjab • **Hosur:** No.303, SIPCOT Staff Housing Colony, Hosur 635126, Tamil Nadu • **Jaunpur:** 248, Fort Road, Near Amber Hotel, Jaunpur 222001, Uttar Pradesh • **Katni:** 1st Floor, Gurunanak Dharmakanta, Jabalpur Road, Bargawan, Katni 483501, Madhya Pradesh • **Khammam:** Shop No: 11 - 2 - 31/3, 1st floor, Philips Complex, Balajinagar, Wyr Road, Near Baburao Petrol Bank, Khammam 507001, Andhra Pradesh • **Malda:** Daxhinapan Abasan, Opp Lane of Hotel Kalinga, SM Pally, Malda 732101, West Bengal • **Manipal:** CAMS Service Centre, Basement floor, Academy Tower, Opposite Corporation Bank, Manipal 576104, Karnataka • **Mathura:** 159/160 Vikas Bazar, Mathura

281001, Uttar Pradesh • **Moga:** Gandhi Road, Opp Union Bank of India, Moga 142001, Punjab • **Namakkal:** 156A / 1, First Floor, Lakshmi Vilas Building Opp. To District Registrar Office, Trichy Road, Namakkal 637001, Tamil Nadu • **Palanpur:** Tirupati Plaza, 3rd Floor, T - 11, Opp. Government Quarter, College Road, Palanpur 385001, Gujarat • **Rae Bareli:** No.17 Anand Nagar Complex, Rae Bareli 229001, Uttar Pradesh • **Rajapalayam:** D. No. 59 A/1, Railway Feeder Road Near Railway Station, Rajapalayam 626117, Tamil Nadu • **Ratlam:** Dafia & Co 81, Bajaj Khanna, Ratlam 457001, Madhya Pradesh • **Ratnagiri:** Kohinoor Complex Near Natya Theatre Nachane Road, Ratnagiri 415639, Maharashtra • **Roorkee:** Cams Service Centre, 22 Civil Lines Ground, Floor, Hotel Krish Residency, (Haridwar), Roorkee 247667, Uttaranchal • **Sagar:** Opp. Somani Automobiles Bhagwananj, Sagar 470002, Madhya Pradesh • **Shahjahanpur:** Bijlipura, Near Old Distt Hospital, Jail Road, Shahjahanpur 242001, Uttar Pradesh • **Sirsa:** Bansal Cinema Market, Beside Overbridge, Next to Nissan car showroom, Hissar Road, Sirsa 125055, Haryana • **Sitapur:** Arya Nagar Near Arya Kanya School, Sitapur 262001, Uttar Pradesh • **Solan:** 1st Floor, Above Sharma General Store Near Sanki Rest house The Mall, Solan 173212, Himachal Pradesh • **Srikakulam:** Door No 4-4-96, First Floor, Vijaya Ganapathi Temple Back Side, Nanubala Street, Srikakulam 532001, Andhra Pradesh • **Sultanpur:** 967, Civil Lines Near Pant Stadium, Sultanpur 228001, Uttar Pradesh • **Surendranagar:** 2 M I Park, Near Commerce College Wadhwan City, Surendranagar 363035, Gujarat • **Tinsukia:** Dhawal Complex, Ground Floor, Durgabari Rangagora Road, Near Dena Bank, PO Tinsukia, Tinsukia 786125, Assam • **Tuticorin:** 4B / A-16 Mangal Mall Complex, Ground Floor, Mani Nagar, Tuticorin 628003, Tamil Nadu • **Ujjain:** 123, 1st Floor, Siddhi Vinayaka Trade Centre, Saheed Park, Ujjain 456010, Madhya Pradesh • **Vasco:** No DU 8, Upper Ground Floor, Behind Techoclean Clinic, Suvidha Complex, Near ICICI Bank, Vasco da gama 403802, Goa • **Yavatmal:** Pushpam, Tilakwadi, Opp. Dr. Shrotri Hospital, Yavatmal 445001, Maharashtra.

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