

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 Dividend Yield Equity Fund
(An open ended equity scheme)




This Product is suitable for investors who are seeking*:

- Long Term Wealth Creation Solution
- An open ended equity fund that aims for growth by primarily investing in equity and equity related instruments, which offer attractive dividend yield.

 **HIGH RISK (BROWN)**

* 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
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Offer for units of Rs.10 per unit during the New Fund Offer Period and Continuous offer for units at NAV based prices

New Fund Offer Opens on	April 25, 2014
New Fund Offer Closes on	May 09, 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 the 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 Regd. Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi-110 001.
Investment Manager	ICICI Prudential Asset Management Company Limited Regd. Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi-110 001. Corporate Office: 3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (East), Mumbai - 400 051. Tel: (91) (022) 26428000, Fax: (022) 2655 4165. Central Service Office: 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.

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. investor 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 Dividend Yield Equity 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 investment objective of ICICI Prudential Dividend Yield Equity Fund is to provide medium to long term capital gains and/or dividend distribution by investing in a well diversified portfolio of predominantly equity and equity related instruments, which offer attractive dividend yield.

However, there can be no assurance that the investment objective of the Scheme will be realized.

ASSET ALLOCATION PATTERN:

Under normal circumstances, the asset allocation of the Scheme will be as follows:

Instruments	Indicative Allocations (% of total Assets)		Risk Profile
	Maximum	Minimum	
Equity & Equity related instruments* of companies that have attractive dividend yield [§]	100%	80%	Medium to High
Equity & Equity related instruments* of other companies	20%	0	Medium to High
[§] Debt, Money market instruments, Cash & Cash Equivalent	20%	0	Low to Medium

[§]Note: Including securitised debt of up to 50% of debt portfolio

*Including derivatives instruments and ADR/GDR and foreign securities to the extent of 50% each of the Net assets. Investments in ADR/GDR and foreign securities would be as per SEBI Circular dated September 26, 2007 as may be amended from time to time.

[#]Attractive dividend yield means dividend yield greater than the dividend yield of CNX Nifty Index last released /published by NSE, at the time of investment.

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 single counter party.

The Scheme will not deal in repo in corporate bonds.

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

In the event of asset allocation falling outside the limits specified in the asset allocation table, the fund manager will review and rebalance the same within 30 days. Though every endeavor will be made to achieve the objectives of the Scheme, the AMC/Sponsors/Trustees do not guarantee that the investment objectives of the Scheme will be achieved.

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. It must be clearly understood that the percentages stated above are only indicative and not absolute and that they can vary substantially within the maximum and minimum allocation limits, depending upon the perception of the Investment Manager, the intention being at all times to seek to protect the interests of the Unitholders. Such changes in the investment pattern will be for short term and defensive considerations. In the event of any deviation from the asset allocation stated above, the Fund Manager shall review and rebalance the portfolio within 30 days from the date of such deviation.

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.

WHERE WILL THE SCHEME INVEST?

Subject to the Regulations and the disclosures as made under the section "Asset Allocation Pattern of the Scheme", the corpus of the Scheme can be invested in any (but not exclusively) of the following securities/ instruments:

- Equity and equity related securities including convertible bonds and debentures and warrants carrying the right to obtain equity shares.
- 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)
- Securities guaranteed by the Central and State Governments (including but not limited to coupon bearing bonds, zero coupon bonds and treasury bills)
- Debt securities issued by domestic Government agencies and statutory bodies, which may or may not carry a Central/State Government guarantee
- Corporate debt securities (of both public and private sector undertakings)
- Securities issued by banks (both public and private sector) as permitted by SEBI from time to time and development financial institutions
- Money market instruments permitted by SEBI, having maturities of up to one year, or in alternative investment for the call money market.
- Certificate of Deposits (CDs)
- Commercial Paper (CPs)
- Indian Securitised Debt.
- The non-convertible part of convertible securities
- Any other domestic fixed income securities
- Derivative instruments like Interest Rate Swaps, Forward Rate Agreements, Stock / Index Futures, Stock / Index Options and such other derivative instruments permitted by SEBI.
- ADRs / GDRs / Foreign Securities as permitted by Reserve Bank of India and Securities and Exchange Board of India
- The Scheme may invest in ADRs/GDRs, equity of overseas companies listed on recognized stock exchanges overseas and other securities in accordance with the provisions of SEBI Circular No. SEBI/IMD/CIR No. 7/104753/07 dated September 26, 2007 and SEBI/IMD/CIR No. 122577/08 dated April 8, 2008, subject to a maximum of US\$ 300 million per mutual fund.

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. The Scheme may also enter into repurchase and reverse repurchase obligations in government securities as per the guidelines and regulations applicable to such transactions.

INVESTMENT STRATEGY:

The Scheme would invest predominantly in companies that have attractive dividend yield at the time of making the investment. Dividend Yield can be defined as the total dividend amount declared by the company in the audited annual report for the latest financial year divided by the market capitalization of the company on the given day *100.

While the criterion of attractive dividend-yields would be used to identify the investment universe from which the portfolio will be constructed, within this universe, there will be a strong focus on selecting companies on following parameters:

- Business Fundamentals
- Quality of Management
- Industry Trends
- Growth Prospects
- Track Record and Consistency of Dividend Payments
- Volatility of the stock

The overall portfolio structuring would aim at controlling risk at a moderate level.

Stock picking on the basis of dividend yield aims to avail the triple benefits of dividend income, downside risk management and potential for capital appreciation. Investment in stocks with high dividend yields is traditionally a "Defensive Investment Strategy." High dividend yield stocks are more likely to provide greater degree of protection to investors than other stocks in falling equity market. On the other hand, these stocks show good possibilities of capital appreciation in reviving market.

As high dividend payouts in general imply that there is enough cash generation by the business it indicates that the stock is under-priced in spite of high cash generating ability. An investment in these stocks in bearish market could unlock significant value as and when the markets pick up.

Thus, the investment strategy of the Scheme would focus on identifying and investing in a basket of high dividend yield companies, which are expected to declare dividends on a consistent basis and also provide an opportunity for capital appreciation due to the high intrinsic value of the underlying stocks.

Currently, the Scheme does not propose to invest in unlisted shares.

The Fund may also invest in foreign securities, depository receipts including American Depository Receipts (ADRs) and Global Depository Receipts (GDRs), preference shares and warrants.

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 objective of the Scheme and in terms of the prevailing Regulations. As per the Regulations, no investment management fees will be charged for such investments. As per the SEBI Regulations, such interscheme investments shall not exceed 5% of the Net Asset Value of the Fund.

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.

How the Scheme is different from other Schemes?

Comparison of ICICI Prudential Dividend Yield Equity Fund with the existing equity schemes of ICICI Prudential Mutual Fund is given below. This comparison is in terms of asset allocation pattern, investment objective, strategy, size of the scheme and number of folios.

Features of the Scheme	ICICI Prudential Indo Asia Equity Fund	ICICI Prudential US Bluechip Equity Fund
Asset Allocation (in %)	<ul style="list-style-type: none"> Equity & equity related securities in India - 65-100 Asian Equity Fund (s), Equity & Equity Related Securities or Share Classes/Units of Equity Fund – 0-35 Debt – 0-35 <p>§ Including derivatives instruments to the extent of 75% of the Net Assets.</p>	<ul style="list-style-type: none"> Equity and equity related securities* of Bluechip companies listed on NYSE and NASDAQ – 65-100 Fixed income securities of India as well as U.S including money market instruments, cash and equivalent, treasury bills and fixed deposits – 0-35 <p>The Scheme will neither invest in derivatives nor in securitized debt. *Includes ADRs/GDRs issued by Indian and foreign companies</p>
Investment Objective	ICICI Prudential Indo Asia Equity Fund is an open-ended equity scheme that seeks to generate long term capital appreciation by investing in equity, equity related securities and/or share classes/units of equity funds of companies, which are incorporated or have their area of primary activity, in the Asia Pacific region. Initially the Scheme will be investing in share classes of International Opportunities Fund (I.O.F) Asian Equity Fund and thereafter the Fund Manager of ICICI Prudential Indo Asia Equity Fund may choose to make investment in listed equity shares, securities in the Asia Pacific Region.	The investment objective of ICICI Prudential US Bluechip Equity Fund is to provide long term capital appreciation to investors by primarily investing in equity and equity related securities (including ADRs/GDRs issued by Indian and foreign companies) of companies listed on New York Stock Exchange and/or NASDAQ. However, there can be no assurance that the investment objective of the Scheme will be realized.
Investment Strategy	<p>This Scheme aims to maximize long-term total return by investing in equity and equity-related securities of companies and / or share classes/units of equity funds of companies, which are incorporated, or have their area of primary activity, in Asia Pacific ex-Japan including but not limited to the following countries: Korea, Taiwan, Hong Kong, Philippines, Thailand, Malaysia, Singapore, Indonesia, People's Republic of China, India, Pakistan, Australia and New Zealand.</p> <p>The Scheme may also invest in depository receipts including American Depository Receipts (ADRs) and Global Depository Receipts (GDRs), debt securities convertible into common shares, preference shares and warrants.</p> <p>The fund manager shall broadly analyze the global and domestic economy, industry trends and business cycles. He will invest in companies that benefit from larger industry and sectoral trends, after doing bottom-up analysis and due diligence, quality of management in terms of corporate governance, transparency in reporting, commitment to minority shareholders and a certain minimum size of the company before considering any company as a prospective investment.</p>	ICICI Prudential Asset Management Company Limited has tied up with Morningstar Equity Research Services - MERS (one of the largest equity research groups in the world) for research services on stock selection and model portfolio construction. The AMC intends to benefit from MERS's expertise, efficiency, quality, a consistent and disciplined research approach.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	125.76	220.04
No. of folios as on March 31, 2014	43,610	15,578

Features of the Scheme	ICICI Prudential Tax Plan	ICICI Prudential Discovery Fund	ICICI Prudential Midcap Fund
Asset Allocation (in %)	<ul style="list-style-type: none"> Equities & Equity related securities – 90-100 Debt securities & Money Market instruments & Cash – 0-10 	<ul style="list-style-type: none"> Equities & Equity related securities – 80-100 Cash & Money Market instruments – 0-20 	<ul style="list-style-type: none"> Equity and equity related securities of stocks with market capitalisation falling between the lowest market capitalisation stock and highest market capitalisation stock on CNX Midcap Index⁵ - 65-100 Equity & equity related securities of stocks forming part of CNX Nifty Index⁵ - 0-35 Equity and equity related securities of stocks with market capitalisation falling between the lowest market capitalisation stock and highest market capitalisation stock on BSE Small Cap Index⁵ - 0-35 Debt, Cash & Money Market Instruments* - 0-35 <p>*Exposure to securitised debt upto 50% of debt portfolio. \$ Derivatives upto 50% of the net assets. Investment in ADR/GDR upto 50% of the net assets. The Scheme will not do any Securities Lending activity.</p>
Investment Objective	To generate long-term capital appreciation from a portfolio that is invested primarily in equity and equity related securities of companies.	To generate returns through a combination of dividend income and capital appreciation by investing primarily in a well-diversified portfolio of value stocks. Value stocks are those, which have attractive valuations in relation to earnings or book value or current and/or future dividends.	The primary investment objective of the Scheme is to seek to generate capital appreciation by actively investing in diversified mid cap stocks. However, there is no assurance that the investment objective of the Scheme will be realized.
Investment Strategy	A value approach to stock picking will be the dominant theme in stock selection for the AMC. The AMC in selecting scrips will focus on the fundamentals of the business, the industry structure, the quality of management, sensitivity to economic factors, the financial strength of the company and the key earnings drivers.	ICICI Prudential Discovery Fund proposes to carefully accumulate a portfolio of stocks, which are available at a discount to its intrinsic value through a process of "Discovery".	The Scheme is designed to invest in shares of those companies, which hold high potential to emerge as the better performers in the future.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	1,565.42	3,037.62	212.58
No. of folios as on March 31, 2014	388,318	264,140	35,905

Features of the Scheme	ICICI Prudential Top 200 Fund	ICICI Prudential Focused Bluechip Equity Fund
Asset Allocation (in %)	<ul style="list-style-type: none"> Equity and Equity related securities including non-convertible portion of convertible debentures – Up to 95 Debt and Money market securities – At least 5 <p>Note: Investment in securitised debt not exceeding 5% of the corpus of the Scheme.</p>	<ul style="list-style-type: none"> Equities & Equity related securities\$ - 70-100 Debt, Money Market Instruments* - 0-30 <p>*Including securitised debt of up to 50% of debt portfolio. \$Including derivatives instruments and ADR/GDR to the extent of 75% and 50% respectively of the Net assets.</p>
Investment Objective	To generate capital appreciation through investments in equity and equity related securities in core sectors and associated feeder industries.	To generate long-term capital appreciation and income distribution to unit holders from a portfolio that is invested in equity and equity related securities of about 20 companies belonging to the large cap domain and the balance in debt securities and money market instruments. The Fund Manager will always select stocks for investment from among Top 200 stocks in terms of market capitalization on the National Stock Exchange of India Ltd. If the total assets under management under this scheme goes above Rs. 1,000 crores the Fund Manager reserves the right to increase the number of companies to more than 20.
Investment Strategy	For the equity portion of the corpus, 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.	ICICI Prudential Focused Bluechip Equity Fund is an open ended equity scheme will invest in equity and equity related securities of about 20 companies belonging to the large cap domain and balance in debt securities and money market instruments. The Fund Manager will always select stocks for investment from among Top 200 stocks in terms of market capitalization on the National Stock Exchange of India Ltd. If the total assets under management under this scheme goes above Rs. 1,000 crore the Fund Manager reserves the right to increase the number of companies to more than 20. The Scheme seeks to add the best opportunities that the market presents, without any sector bias. The Scheme shall adopt a disciplined yet flexible long-term approach to investing with a focus of generating long term capital appreciation.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	446.36	4,891.77
No. of folios as on March 31, 2014	57,754	415,978

Features of the Scheme	ICICI Prudential Top 100 Fund	ICICI Prudential Banking And Financial Services Fund
Asset Allocation (in %)	<ul style="list-style-type: none"> Equities & Equity related securities – 95-100 Debt securities & Money Market instruments & Cash – 0-5 	<ul style="list-style-type: none"> Equity & equity related securities of companies engaged in Banking and Financial Services Sector* – 70-100 Debt * – 30-100 <p>\$ Including derivatives instruments to the extent of 75% of the Net Assets. # Including investment in ADR/GDR up to 50% of allocation to Equity & Equity related securities maximum to the extent permitted under SEBI Regulation. * Including 50% in Securitized debt. Stock lending upto 30% of the Net Asset of the Scheme.</p>
Investment Objective	To generate long-term capital appreciation from a portfolio that is invested predominantly in equity and equity related securities.	To generate long-term capital appreciation to unitholders from a portfolio that is invested predominantly in equity and equity related securities of companies engaged in banking and financial services.
Investment Strategy	A value approach to stock picking will be the dominant theme in stock selection for the AMC. The AMC in selecting scrips will focus on the fundamentals of the business, the industry structure, the quality of management, sensitivity to economic factors, the financial strength of the company and the key earnings drivers. Since investing requires disciplined risk management, the AMC would incorporate adequate safeguards for controlling risks in the portfolio construction process. 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 exposures to any one security vis-à-vis its weightage in the benchmark. Risk will also be reduced through adequate diversification of the portfolio. For a corpus size of upto Rs. 100 crores, the AMC intends to invest in about 20-30 scrips. Diversification will also be achieved by spreading the investments over a diverse range of industries/sectors. The Scheme, under most market conditions does not intend investing in illiquid equity and equity related securities. Subject to the limits indicated above for investment in debt securities and money market instruments, the scheme may invest a part of the portfolio in securities issued and/or guaranteed by State and Central Governments. The scheme may also invest in Securities of issuers supported by Government of India or State Governments subject to such securities satisfying the criteria relating to rating etc.	The Scheme aims to maximize long-term capital appreciation by investing in equity and equity related securities of companies engaged in banking services and financial services. Financial services companies listed in the Indian equity markets include companies like Max India, Aditya Birla Nuvo, Motilal Oswal, etc. which provide non-banking financial services like stock broking, wealth management, insurance, etc. Most of the banks in India like HDFC Bank, ICICI Bank, State Bank of India, etc. also provide these services in addition to the traditional banking services. The scheme may invest in such banks and also take exposure in these non-banking financial companies.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	467.77	248.06
No. of folios as on March 31, 2014	25,319	35,687

Features of the Scheme	ICICI Prudential Exports and Other Services Fund (Erstwhile ICICI Prudential Services Industries Fund)	ICICI Prudential FMCG Fund	ICICI Prudential Child Care Plan - Gift Plan
Asset Allocation (in %)	<ul style="list-style-type: none"> Equity & equity related securities** - 70-100 Debt, Money Market Instruments* - 0-30 <p>*Including securitised debt of upto 20% of the net assets ** Including derivatives instruments to the extent of 50% of the net assets.</p>	<ul style="list-style-type: none"> Equities & Equity related securities of select group of FMCG companies – 90-100 Debt & Money Market Instruments – 0-10 <p>Investment in securitised debt not exceeding 5% of the corpus of the Scheme.</p>	<ul style="list-style-type: none"> Equity and Equity Related securities – 65-100 Debt securities, Money Market instruments, securitised debt & Cash – 0-35 <p>Exposure to the Securitised debt will not exceed 20% of the net assets of the Scheme.</p>
Investment Objective	To generate capital appreciation and income distribution to unit holders by investing predominantly in equity/equity related securities of the companies belonging to the service industry and balance in debt securities and money market instruments.	To generate long term capital appreciation through investments made primarily in equities of select group of companies in the FMCG Sector. The AMC will be broadly guided, while investing the corpus of the Scheme, among other criteria, by the market capitalization of the companies.	The primary investment objective of the Gift Plan is to seek generation of capital appreciation by creating a portfolio that is invested in equity and equity related securities and debt and money market instruments.
Investment Strategy	The Scheme will inter-alia invest in companies, which are engaged in service industry and such other sectors/ group of industries which broadly satisfy the category of services industries. The stocks may be at any levels of market capitalization and the Fund Manager will use growth Investment styles. The Scheme will also invest in companies which, in the opinion of the Fund Manager, offer an attractive investment opportunity to participate in the growth of the service industries.	The scheme shall invest primarily in equities of a select group of companies in the FMCG Sector. The AMC will be broadly guided, while investing the Corpus of the Scheme, among other criteria, by the market capitalization of the companies.	The equity portion of the corpus of the scheme, the AMC intends to invest in stocks, which are bought, typically with a one-year 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.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	298.01	217.62	196.74
No. of folios as on March 31, 2014	42,794	21,755	34,003

Features of the Scheme	ICICI Prudential Technology Fund	ICICI Prudential Index Fund	ICICI Prudential Blended Plan – Plan A
Asset Allocation (in %)	<ul style="list-style-type: none"> Equity & equity related securities – 90-95 Debt, Money Market Instruments & Cash – 5-10 	<ul style="list-style-type: none"> Equity Stocks drawn from the components of the CNX Nifty and the exchange-traded derivatives on the CNX Nifty – 90-100 Money Market instruments – 0-10 	<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, securitised debt** - 20-35 <p>** Exposure to the Securitised debt will not exceed 30% of the net assets of the Scheme.</p> <p>*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 generate long-term capital appreciation by creating a portfolio that is invested in equity and equity related securities of technology and technology dependent companies.	An open-ended index linked growth scheme seeking to track the returns of the CNX Nifty through investments in a basket of stocks drawn from the constituents of the above index. The objective of the Scheme is to invest in companies whose securities are included in Nifty and subject to tracking errors, to endeavor to achieve the returns of the above index as closely as possible. This would be done by investing in almost all the stocks comprising the CNX Nifty in approximately the same weightage that they represent in CNX Nifty. The Plan will not seek to outperform the CNX Nifty or to underperform it. The objective is that the performance of the NAV of the Plan should closely track the performance of the CNX Nifty over the same period.	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.
Investment Strategy	The primary investment objective of the Scheme is to seek to generate long-term capital appreciation by creating a portfolio that is invested in equity and equity related securities of technology and technology dependent company companies.	The corpus of the Scheme will be invested predominantly in stocks constituting the CNX Nifty and in exchange traded derivatives on the CNX Nifty Index. A very small portion of the fund will be kept liquid to meet the redemption requirements.	The debt component would be invested in debt securities and money market instruments. The duration of the debt portfolio would primarily be managed with a view to generate coupon income with minimum interest rate risk. The Plan under 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.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	213.02	73.40	403.02
No. of folios as on March 31, 2014	29,988	3,416	1,366

Features of the Scheme	ICICI Prudential Dynamic Plan	ICICI Prudential Infrastructure Fund
Asset Allocation (in %)	<ul style="list-style-type: none"> Equities & Equity related securities – 0-100 Debt securities* & Money Market instruments & Cash – 0-100 <p>* Investment in securitised debt not exceeding 15% of the corpus of the Scheme.</p>	<ul style="list-style-type: none"> Equity & equity related securities ** - 70-100 Debt, Money Market Instruments* - 0-30 <p>** Including derivatives instruments to the extent of 50% of the net assets.</p> <p>*Including securitised debt of upto 20% of the net assets.</p>
Investment Objective	To generate capital appreciation by actively investing in equity and equity related securities. For defensive considerations, the Scheme may invest in debt, money market instruments and derivatives. The investment manager will have the discretion to take aggressive asset calls i.e. by staying 100% invested in equity market/equity related instruments at a given point of time and 0% at another, in which case, the fund may be invested in debt related instruments at its discretion. The AMC may choose to churn the portfolio of the Scheme in order to achieve the investment objective. The Scheme is suitable for investors seeking high returns and for those who are willing to take commensurate risks.	To generate capital appreciation and income distribution to unit holders by investing predominantly in equity/equity related securities of the companies belonging to the infrastructure development and balance in debt securities and money market instruments.
Investment Strategy	The Investment Manager will allocate the assets of the Scheme between equity and/or fixed income securities. The actual percentage of investment in equities and fixed income securities will be decided after considering the prevailing market conditions, the macro-economic environment (including interest rates and inflation), the performance of the corporate sector, the equity markets and general liquidity and other considerations in the economy and markets. The AMC will have the discretion to take aggressive asset calls i.e. by staying 100% invested in equity market/equity related instruments at a given point of time and 0% at another, in which case, the fund may be invested in debt related instruments at its discretion. Given the nature of the Scheme, the portfolio turnover ratio could be very high and AMC may change the full portfolio from say all Equity to all Cash and/ or to all Long /short term Bonds, commensurate with the investment objectives of the Scheme.	The Scheme will inter-alia invest in companies, which are engaged in the area of infrastructure and such other sector/group industries which broadly satisfy the category of infrastructure industries.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	3,670.40	1,208.62
No. of folios as on March 31, 2014	393,629	248,738

Features of the Scheme	ICICI Prudential Balanced Advantage Fund	ICICI Prudential R.I.G.H.T (Rewards of Investing and Generation of Healthy Tax Savings) Fund – Close Ended Scheme	ICICI Prudential Target Returns Fund. (There is no assurance or guarantee of returns)
Asset Allocation (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</p> <p>[*] Exposure to the Securitised debt will not exceed 50% of the debt portfolio.</p>	<ul style="list-style-type: none"> Equity & Equity related securities - 80-100 Debt - 0-20 	<ul style="list-style-type: none"> Equity & Equity related securities^{\$**} - 65-100 Debt & Money Market Instruments^{\$} - 0-35 <p>^{\$} Including derivatives instruments to the extent of 75% of the Net Assets.</p> <p>[#] Including investment in ADR/GDR up to 50% of allocation to Equity & Equity related securities maximum to the extent permitted under SEBI Regulations.</p> <p>[*] Stock lending upto 30% of the Net Asset of the Scheme</p>
Investment Objective	The investment objective is to seek to provide capital appreciation and income distribution to the investors by using equity derivatives strategies, arbitrage opportunities and pure equity investments.	The Scheme seeks to generate long-term capital appreciation to unit-holders from a portfolio that is invested predominantly in equity and equity related securities of large capitalization companies and emerging mid cap companies along with income tax benefit.	To generate capital appreciation by investing in equity or equity related securities of large market capitalization companies constituting the BSE 100 index and providing investors with options to withdraw their investment automatically based on triggers for pre-set levels of return as and when they are achieved.
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. 	The Fund aims to maximize long-term capital appreciation by investing in equity and equity related securities of large capitalization and emerging mid-cap companies. The Scheme seeks to add the best opportunities that the market presents, without any sector bias. The fund shall adopt a disciplined yet flexible long-term approach to investing with a focus of generating long-term capital appreciation. The fund shall look at such opportunities in the universe of large and established companies & emerging mid-cap companies.	The Scheme aims to generate capital appreciation by investing in equity and equity-related securities of companies that form part of the constituents of the BSE 100 index. The scheme intends to invest in equity and equity-related securities and / or equity funds of companies that have a large market capitalization and are relatively liquid and widely held in terms of investor base. Within the defined universe, the investment manager will seek to identify companies that exhibit the following qualities: strong competitive edge and sustainable leadership market share; a proven business model; financial strength (strong balance sheet, good revenue growth); relatively attractive valuations. The focus will be to identify out performers on absolute basis in the market over medium term periods of time.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	1,270.81	58.15	66.72
No. of folios as on March 31, 2014	62,126	23,035	9,792

Features of the Scheme	ICICI Prudential Balanced Fund	ICICI Prudential Equity – Arbitrage Fund	ICICI Prudential Nifty Junior Index Fund
Asset Allocation (in %)	<ul style="list-style-type: none"> Equities & Equity related securities – 65-80 Debt securities & Money Market instruments & Cash – 20-35 <p>Investment in securitised debt not exceeding 25% of the corpus of the Scheme.</p>	<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 Securitised debt will not exceed 50% of the debt portfolio.</p>	<ul style="list-style-type: none"> Equity & Equity related securities of companies constituting the CNX Nifty Junior and exchange traded derivatives on the CNX Nifty Junior Index^{\$} - 95-100 Debt & Money Market Instruments (Including Securitised debt[*]) – 0-5 <p>[*] Exposure to the Securitised debt will not exceed 50% of the debt portfolio.</p> <p>^{\$} Including derivatives instruments to the extent of 100% of the Net Assets</p>
Investment Objective	To generate long term capital appreciation and current income from a portfolio that is invested in equity and equity related securities as well as in fixed income securities.	To generate low volatility returns by using arbitrage and other derivative strategies in equity markets and investments in short-term debt portfolio.	The objective of the fund is to invest in companies whose securities are included in Nifty Junior Index and to endeavor to achieve the returns of the above index as closely as possible, though subject to tracking error. The fund intends to track only 95-100% of the Index i.e. it will always keep cash balance between 0-5% of the Net Assets to meet the redemptions and other liquidity requirements. However, as and when the liquidity in the Index improves the fund intends to track upto 100% of the Index. The fund will not seek to outperform the CNX Nifty Junior. The objective is that the performance of the NAV of the fund should closely track the performance of the CNX Nifty Junior over the same period subject to tracking error.

Features of the Scheme	ICICI Prudential Balanced Fund	ICICI Prudential Equity – Arbitrage Fund	ICICI Prudential Nifty Junior Index Fund
Investment Strategy	The Investment manager shall consider following aspects for identifying the stocks to invest in: <ul style="list-style-type: none"> The scheme proposes to take long term call on stocks, which in an opinion of the Fund Manager offer better return over a long period. The scheme proposes to concentrate on business and economic fundamentals driven by in-depth research techniques, employing strong stock selection. On account of liquidity/risk considerations of the mid and small cap segment, the scheme would generally take a smaller exposure over a large number of companies. In stock selection process, AMC proposes to consider stocks with long-term growth prospects but currently trading at modest relative valuations. 	The Income Optimiser Plan will endeavor 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.	The corpus of the Scheme will be invested predominantly in stocks constituting the CNX Nifty Junior Index and in exchange traded derivatives on the same. A very small portion (5-10% of the Net Assets) of the fund will be kept liquid to meet the Index redemption requirements. The fund 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 Unitholders' interest. The fund may invest in other index funds managed by the AMC or in the index schemes of any other Mutual Funds, provided it is in conformity to 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.
Quarterly Average Assets under Management (As on March 31, 2014) (Rs. in crore)	639.91	399.60	6.02
No. of folios as on March 31, 2014	26,375	4,786	1,083

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 summarised 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.

The Scheme will be largely affected by the risks associated with high dividend yield stocks. Though the investments would be in companies having a track record of dividend payments, the performance of the Scheme would inter alia depend on the ability of these companies to sustain dividends in future.

High dividend yield stocks may be less liquid in terms of trading volumes in the stock markets and hence the impact cost and portfolio liquidity risk is commensurately higher.

The securities in the Scheme may be predominantly characterized by a stock selection where more emphasis is on stock valuation and less on earnings growth. There could be time periods when securities of this nature may under-perform 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 endeavor to manage risks associated with investing in debt markets. The risk control process involves identifying & measuring the risk through various risk measurement tools.

The Fund has identified following risks of investing in debt and designed risk management strategies, which are embedded in the investment process to manage such risks.

Risks associated with Equity investment	
Risk & Description	Risk mitigants/management 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 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. The value of the Scheme's investments, may be affected generally by factors affecting securities markets, such as price and volume, volatility in the capital markets, interest rates, currency exchange rates, changes in policies of the Government, taxation laws or any other appropriate policies and other political and economic developments which may have an adverse bearing on individual securities, a specific sector or all sectors in the equity market.	The fund will invest in select Equity and equity related securities in which market risk is inherent. 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.	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 are made on time and not affected by illiquidity of the underlying stocks.

Risks associated with Equity investment	
Risk & Description	Risk mitigants/management strategy
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. The use of a derivative requires an understanding not only of the underlying instrument but also of the derivative itself. Derivatives require the maintenance of adequate controls to monitor the transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. 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.	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.

Risks associated with Debt investment	
Risk & Description	Risk mitigants/management 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 will increase its investment in money market securities whereas if the interest rates are expected to fall the allocation to debt securities with longer maturity will be increased thereby mitigating risk to that extent.
Liquidity risk: This refers to the ease with which a security can be sold at or near to its valuation yield-to-maturity (YTM). The primary measure of liquidity risk is the spread between the bid price and the offer price quoted by a dealer. Liquidity risk is today characteristic of the Indian fixed income market.	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, endeavor to minimise liquidity risk by investing in securities having a liquid market.

Risks associated with Debt investment	
Risk & Description	Risk mitigants/management strategy
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). Because of this risk corporate debentures are sold at a higher yield above those offered on Government Securities which are sovereign obligations and free of credit risk. Normally, the value of a fixed income security will fluctuate depending upon the changes in the perceived level of credit risk as well as any actual event of default. The greater the credit risk, the greater the yield required for someone to be compensated for the increased risk.	A traditional SWOT analysis will be used for identifying company specific risks. Management's past track record will also be studied. 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. The use of a derivative requires an understanding not only of the underlying instrument but also of the derivative itself. Derivatives require the maintenance of adequate controls to monitor the transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. 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.
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.

PLANS/OPTIONS:

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	Growth Option and Dividend Option with Dividend Payout and Dividend Re-investment sub-options
Default Option	Growth Option
Default Sub-option	Dividend Re-investment

All the plans/options stated above will have a common portfolio. Direct Plan is only for investors who purchase/subscribed Units in a Scheme directly with the Fund.

The Trustees reserve the right to introduce any other option(s)/sub-option(s) under the Scheme at a later date, by providing a notice to the investors on the AMC's website and by issuing a press release, prior to introduction of such option(s)/ sub-option(s).

LIQUIDITY:

The units of the Scheme shall be available for ongoing sale / subscription / repurchase / redemption within five business days of allotment.

On an ongoing basis, being an open ended Scheme, units may be redeemed on every business day at NAV based prices.

REDEMPTION PROCEEDS:

As per the SEBI (Mutual Funds) Regulations, 1996, the Mutual Fund shall despatch redemption proceeds within 10 Business Days from the date of redemption. A penal interest of 15% p.a. or such other rate as may be prescribed by SEBI from time to time, will be paid in case the payment of redemption proceeds is not made within 10 Business Days from the date of redemption.

APPLICABLE NAV

For Purchase transaction (including switch-ins)

Application amount equal to or more than Rs. 2 lakh: 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.

Application amount 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.

For Redemption transactions (including switch outs):

Applicable NAV in respect of valid applications received upto 3:00 p.m., by the Mutual Fund, is a closing NAV of the day immediately preceding the next business day. Valid applications received after 3:00 p.m. by the Mutual Fund will be considered for the next business day.

Investments during NFO:

Investors can subscribe to the NFO through ASBA facility.

Outstation Cheques/Demand Drafts will not be accepted.

MICR cheques will be accepted till the end of business hours upto May 09, 2014.

Transfer cheques and Real Time Gross Settlement (RTGS) will be accepted till the end of business hours upto May 09, 2014.

MINIMUM APPLICATION AMOUNT:

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

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

BENCHMARK INDEX:

CNX Dividend Opportunities Index

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:

The investments under the Scheme will be managed by Mr. Mrinal Singh and Mr. Vinay Sharma. Mr. Ashwin Jain is the fund manager for investment in ADR/GDR/Foreign securities.

NAME OF THE TRUSTEE COMPANY:

ICICI Prudential Trust Limited

PERFORMANCE OF THE SCHEME: The Scheme does not have any Performance Track Record.

EXPENSES OF THE SCHEME:

Load Structure:

Entry load: Not applicable. In terms of SEBI circular no. SEBI/IMD/CIR No.4/ 168230/09 dated October 07, 2009, no entry load will be charged by the Scheme to the investor effective August 1, 2009. 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.

Exit load:

a) For redemption/switch-out of units upto 18 months from the date of allotment - 1% of the applicable NAV

b) For redemption/switch-out of units after 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.

The exit load charged, if any, shall be credited to the scheme. Service tax on exit load shall be paid out of the exit load proceeds and exit load net of service tax shall be credited to the schemes.

Recurring Expenses:

As per the Regulations, the maximum recurring expenses that can be charged to the Scheme shall be subject to a percentage limit of daily net assets as in the table below:

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.

In addition to the limits specified above the following 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 utilised 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.

Additionally 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 derivatives 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.

Direct Plan shall have a lower expense ratio excluding distribution expenses, commission, etc and no commission for distribution of Units will be paid / charged under Direct Plan.

At least 20% of the TER is charged towards distribution expenses/ commission in the Regular Plan. The TER of the Direct Plan will be lower to the extent of the abovementioned distribution expenses/ commission (at least 20%) which is charged in the Regular Plan.

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; www.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 at the close of 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 (East), 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 the Scheme 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 within one month from the close of each half year, that is on 31st March and on 30th September, host a soft copy of its unaudited financial results on their website.

The half-yearly unaudited report shall contain details as specified in Twelfth Schedule and such other details as are necessary for the purpose of providing a true and fair view of the operations of the mutual fund. Further, the AMC shall publish an advertisement disclosing the hosting of such financial results on their website, in atleast one English daily newspaper having nationwide circulation and in a newspaper having wide circulation published in the language of the region where the Head Office of the mutual fund is situated.

It is hereby notified that wherever the investor(s) has/have provided his/her 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 communications for transactions done by the investor(s).

TRANSACTION CHARGES

Pursuant to SEBI Circular No. Cir/ IMD/ DF/13/ 2011 dated August 22, 2011 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.

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 in the relevant scheme opted by the investor.

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 circular dated September 13, 2012, it is permitted to accept cash transactions to the extent of Rs. 20,000/- 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.

MULTIPLE BANK ACCOUNTS:

The unit holder/ investor can register multiple bank account details under its existing folio by submitting separate form available on the website of the AMC at www.icicipruamc.com. Individuals/HuF can register upto 5 different bank accounts for a folio, whereas non-individuals can register upto 10 different bank accounts for a folio.

Note: The Scheme under this document was approved by the Directors of ICICI Prudential Trust Limited vide resolution passed by circulation dated October 13, 2012.

The Trustees have ensured that the Scheme approved by them is new products offered by ICICI Prudential Mutual Fund and is not a minor modification of the exiting Schemes.

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

Sd/-

Nimesh Shah
Managing Director

Place : Mumbai

Date : April 07, 2014

ICICI Prudential Dividend Yield Equity Fund

(An open ended equity scheme)

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	April 25, 2014
New Fund Offer Closes on	May 09, 2014

This Product is suitable for investors who are seeking*:

- Long Term Wealth Creation Solution
- An open ended equity fund that aims for growth by primarily investing in equity and equity related instruments, which offer attractive dividend yield.

* 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
ARN-			E	
Declaration for "execution-only" transaction (only where EUIN box is left blank) (Refer Instruction No. XIV) 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 XIII 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

If you have an existing folio no. with PAN & KYC validation, please mention your name & folio No. and proceed to Step 4

Name Mr. Ms. M/s FIRST 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 Mr. Ms. M/s FIRST MIDDLE LAST Date of Birth** D D M M Y Y Y Y

PAN* Enclosed (Please ✓)⁵ ☐ KYC Acknowledgement Letter

Name of * # Mr. 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 ☐ Court appointed guardian Enclosed (Please ✓)⁵ ☐ KYC Acknowledgement Letter

2nd Applicant Mr. Ms. FIRST MIDDLE LAST

PAN* Enclosed (Please ✓)⁵ ☐ KYC Acknowledgement Letter

3rd Applicant Mr. Ms. FIRST MIDDLE LAST

PAN* Enclosed (Please ✓)⁵ ☐ KYC Acknowledgement Letter

Mode of holding [Please tick (✓)] ☐ Single ☐ Joint ☐ Anyone or Survivor (Default option: Anyone or Survivor)

Status of First Applicant [Please tick (✓)] ☐ Others

☐ Minor ☐ NRI/PIO ☐ Resident Individual ☐ HUF ☐ Sole Proprietorship ☐ Partnership Firm

☐ Trust ☐ Bank/FI ☐ AOP/BoI ☐ Club/Society ☐ Company ☐ FII

Correspondence Address (Please provide full address)*

HOUSE / FLAT NO.

STREET ADDRESS

STREET ADDRESS

CITY / TOWN STATE

COUNTRY PIN CODE

Overseas Address (Mandatory for NRI / FII Applicants)

HOUSE / FLAT NO.

STREET ADDRESS

STREET ADDRESS

CITY / TOWN STATE

COUNTRY PIN CODE

Tel. (Off.) Tel. (Res.) Fax Mobile

Occupation [Please tick (✓)] ☐ Professional ☐ Business ☐ Retired ☐ Housewife ☐ Service ☐ Student ☐ Others (Please specify)

☐ 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.

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

⁵ For KYC requirements, please refer to the instruction Nos. II b(5) & XI

[†] 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)

[†] Please refer to instruction no. IX

3 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.

Account Type ☐ Current ☐ Savings ☐ NRO ☐ NRE ☐ FCNR Account Number

Name of Bank

Branch Name Branch City

9 Digit MICR code 11 Digit IFSC Code

Enclosed (Please ✓): ☐ Bank Account Details Proof Provided.

ICICI Prudential Dividend Yield Equity Fund - ACKNOWLEDGEMENT SLIP (TO BE FILLED IN BY THE INVESTOR) Folio No. _____ Application No. _____

Received from (Name & Address):

ICICI PRUDENTIAL DIVIDEND YIELD EQUITY FUND

PLANS (Please tick ✓) ☐ Regular ☐ Direct

Options (Please tick ✓) ☐ Growth ☐ Dividend Payout ☐ Dividend Reinvestment

Signature, Stamp & Date

4 YOUR INVESTMENT DETAILS UNDER ICICI PRUDENTIAL DIVIDEND YIELD EQUITY FUND

Scheme Name: ICICI Prudential Dividend Yield Equity Fund	PLAN (Please tick <input checked="" type="checkbox"/>)	OPTION/SUB-OPTION (Please tick <input checked="" type="checkbox"/>)	Default Option & Sub-option: Growth will be the default option. Hence, If an investor fails to specify the option or has selected multiple options, he will be allotted units under the default option/sub-option.
	<input type="checkbox"/> Regular <input type="checkbox"/> Direct	<input type="checkbox"/> Growth <input type="checkbox"/> Dividend Payout <input type="checkbox"/> Dividend Reinvestment	

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

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

SIP Through ECS / Standing Instruction / Direct Debit	SIP Date <input type="radio"/> 7 th <input type="radio"/> 10 th <input type="radio"/> 15 th <input type="radio"/> 25 th	SIP Frequency* <input type="radio"/> Monthly <input type="radio"/> Quarterly
Start Month/Year <input type="text"/> M <input type="text"/> M <input type="text"/> Y <input type="text"/> Y <input type="text"/> Y <input type="text"/> Y	End Date <input type="radio"/> 12 / 2016 <input type="radio"/> 12 / 2018 <input type="radio"/> Or other please fill in alongside	<input type="text"/> M <input type="text"/> M <input type="text"/> Y <input type="text"/> Y <input type="text"/> Y <input type="text"/> Y
(SIP shall start only from June 2014)		

Payment details for Lump Sum Investment		Mode of Payment <input type="radio"/> Cheque <input type="radio"/> DD <input type="radio"/> Funds Transfer <input type="radio"/> NEFT <input type="radio"/> RTGS	
Amount Paid ₹ <input type="text"/> A	DD Charges (if applicable) ₹ <input type="text"/> B	Amount Invested ₹ <input type="text"/> A + B	
Cheque / DD Number <input type="text"/>	Date <input type="text"/> D <input type="text"/> D <input type="text"/> M <input type="text"/> M <input type="text"/> Y <input type="text"/> Y	Account Number <input type="text"/>	
Bank Name <input type="text"/>			
Bank Branch & City <input type="text"/>		Account Type	<input type="radio"/> Current <input type="radio"/> Savings <input type="radio"/> NRO <input type="radio"/> NRE <input type="radio"/> FCNR

Please ☒ applicable check boxes. *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.X. Third Party Payment Declaration form is available in www.icicipruamc.com or ICICI Prudential Mutual Fund branch offices.

5 DEMAT ACCOUNT DETAILS OF FIRST APPLICANT (Please refer Instruction No. XII)

Do you want units in demat form : <input type="radio"/> Yes OR <input type="radio"/> No (Please <input checked="" type="checkbox"/>)		The application form should mandatorily accompany the latest Client investor master/ Demat account statement.
If yes, Depository Participant (DP) ID (NSDL only) <input type="text"/>	Beneficiary Account Number (NSDL only) <input type="text"/>	If yes, Depository Participant (DP) ID (CDSL only) <input type="text"/>

6 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	<input type="text"/>	NAME OF NOMINEE <input type="text"/>	Date of Birth <input type="text"/> D <input type="text"/> D <input type="text"/> M <input type="text"/> M <input type="text"/> Y <input type="text"/> Y
Guardian	<input type="text"/>	MANDATORY, IF NOMINEE IS A MINOR <input type="text"/>	
Relationship with the Nominee: <input type="checkbox"/> Father <input type="checkbox"/> Mother <input type="checkbox"/> Legal Guardian (Please tick <input checked="" type="checkbox"/>)			
Nominee's Address (Mandatory)	HOUSE / FLAT NO <input type="text"/>		STREET ADDRESS <input type="text"/>
	CITY / TOWN <input type="text"/>	PIN CODE <input type="text"/>	SIGNATURE OF NOMINEE / GUARDIAN, IF NOMINEE IS A MINOR <input type="text"/>

7 Investor(s) Declaration & Signature(s)

The Trustee, ICICI Prudential Mutual Fund, I/We have read and understood the SID/Key Information Memorandum of ICICI Prudential Dividend Yield Equity Fund. I/We apply for the units of the ICICI Prudential Dividend Yield Equity Fund and I/we agree to abide by the terms, conditions, rules and regulations of the scheme. I/We confirm to have understood the terms & conditions. Its investment objectives, investment pattern, fundamental objectives and risk factors applicable to the Plan under the Scheme. I/We agree to abide by the terms, conditions, rules and regulations of the Scheme. I/We have understood the details of the scheme and I/we have not received nor been induced by any rebate or gifts, directly or indirectly, in making this investment. I/We agree to abide by the terms, conditions, rules, regulations 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 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, Regulation, Rule, Notification, Directions 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 confirm that I/we have not been offered/communicated any indicative portfolio and/or any indicative yield for this investment. I/We hereby declare that I am/we are not US Person(s). 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(S)	First Applicant <input type="text"/>
	Second Applicant <input type="text"/>
	Third Applicant <input type="text"/>

REGISTRAR

Computer Age Management Services Pvt. Ltd.

Computer Age Management Services Pvt. Ltd., 7th Floor, Rayala Tower-III, 158 Anna Salai, Chennai 600 002.

ICICI Prudential Dividend Yield Equity Fund – ACKNOWLEDGEMENT SLIP (To be filled in by the Investor)

Investment Plan	Cheque/DD No.	Dated	Amount (Rs.)	Drawn on (Name of Bank & Branch)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

ICICI PRUDENTIAL DIVIDEND YIELD EQUITY FUND

Investor must read Key Scheme Features 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 ARN-	SUB-BROKER CODE (As allotted by ARN holder)	Employee Unique Identification No. (EUIN) E	FOR OFFICIAL USE ONLY SERIAL NUMBER, DATE & TIME OF RECEIPT
<p>Declaration for "execution-only" transaction (only where EUIN box is left blank) (Refer Instruction No. XIII)</p> <p>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 inappropriateness, 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.</p>				

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 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)

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 (✓)	<input type="checkbox"/> New Registration	<input type="checkbox"/> Cancellation	<input type="checkbox"/> Change in Bank Account* [*Please provide a cancelled cheque]	Date:	D	D	M	M	Y	Y
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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 DIVIDEND YIELD EQUITY FUND SIP Date: ☐ 7th ☐ 10th ☐ 15th ☐ 25th

PLAN: <input type="radio"/> Regular <input type="radio"/> Direct		OPTION: <input type="radio"/> Growth <input type="radio"/> Dividend Payout <input type="radio"/> Dividend Reinvestment		SIP Start <table border="1"> <tr> <td>M</td> <td>M</td> <td>Y</td> <td>Y</td> <td>Y</td> <td>Y</td> </tr> </table>		M	M	Y	Y	Y	Y
M	M	Y	Y	Y	Y						

SIP Frequency: ☐ Monthly ☐ Quarterly (Default SIP frequency is Monthly) (In Quarterly SIP, TOP UP Frequency available is Yearly)

Each SIP Amount: Rs. Rupees in words: _____

SIP End 12 / 2016 12 / 2018
Month/ 12 / 2022 12 / 2024

<input type="checkbox"/> SIP TOP UP (Optional) (Tick to avail this facility)	TOP UP Amount*: Rs. _____	TOP UP Frequency: <input type="checkbox"/> Half Yearly <input type="checkbox"/> 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(d) 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/her 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)
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I/We 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	<input type="radio"/> Current <input type="radio"/> Savings <input type="radio"/> NRO <input type="radio"/> NRE <input type="radio"/> FCNR	Account Number	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
Name of Bank	<input type="text"/>			
Branch Name	<input type="text"/>		Branch City	<input type="text"/>
9 Digit MICR code	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		(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

Scheme Name:

Option:

Sub-Option:

Folio No./

Application No.

Acknowledgement Stamp

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

TERMS AND CONDITIONS

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

1. The bank account provided for ECS (Debit) should participate in local MICR clearing.
2. 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.
3. 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.

4. The investor agrees to abide by the terms and conditions of ECS facility of Reserve Bank of India (RBI).
5. 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.
6. ICICI Prudential Mutual Fund reserves the right to reject any application without assigning any reason thereof.
7. In case of "At Par" cheques, investors need to mention the MICR number of his actual bank branch.
8. **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.
9. **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.
10. 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.
11. 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.
12. 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'.
13. **Change of Amount:** Investors can change the SIP amount by submitting the following documents 30 days before the next SIP debit date.
 - a) A new 'SIP' Form with revised SIP amount details.
 - b) Letter to discontinue the existing SIP
14. **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) A new 'SIP' Form with change of bank details and cancelled cheque of new bank.
 - b) Letter to discontinue the existing SIP
15. **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) A new 'SIP' Form along with one cancelled cheque.
 - b) 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

1. 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, State Bank of India & The Dhanalakshmi Bank Ltd.
Direct debit	IDBI Bank, Indusind Bank & 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.

2. 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.
3. Standing Instructions incomplete in any respect are liable to be rejected.
4. SIP is liable for cancellation if direct debit fails for three consecutive times.
5. 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, lightening, 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.
6. **Minimum Investment Amount:**
Monthly SIP: Minimum Rs.2,000/- and in multiples of Re.1 (Minimum number of instalments - 6).
Quarterly SIP: Minimum Rs.5,000/- and in multiples of Re.1 (Minimum number of instalments - 4).

C) General Instructions

1. Existing investors need to provide their folio number in this Standing Instruction or the Auto Debit form and need not to fill in the Main Application Form.
2. If the investor selects multiple SIP frequencies or fails to choose any of them, the default SIP frequency will be Monthly.
3. 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.
4. For load structure of the scheme, please refer to the Key Information Memorandum or the Scheme Information Document of the Scheme.
5. **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 TOP UP facility is not opted by ticking the appropriate box and 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.
6. 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.
7. **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.

INSTRUCTIONS TO INVESTORS

I. GENERAL INSTRUCTIONS

- a) The application form is for Resident Investors/NRIs/FIIs and should be completed in English in **BLOCK** Letters.
- b) The application form number, the scheme name and the name of the applicant should be mentioned on the reverse of the instrument that accompanies the application.
- c) 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.
- d) 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.

II. UNITHOLDERS INFORMATION

a) Existing Unitholders

Investors already having an account in any of the ICICI Prudential Schemes should provide their Folio Number. The names of the applicants, mode of holding etc. will be as per the folio number provided. Existing unitholders should mention the Folio Number and directly proceed to **Step 4** after providing the PAN details, which are mandatory.

b) New Applicant

1. 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.

2. 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 :

- a) Birth certificate of minor, or
- b) School leaving certificate / Mark sheet issued by Higher Secondary Board of respective states , ICSE , CBSE etc, containing the minor's date of birth, or
- c) Passport of minor
- d) 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) A signed request form to change account status from minor to major duly filled containing details like name of the major, folio no. etc.
- b) New Bank Mandate.
- c) Signature of major attested by manager of schedule bank/ bank certificate/ letter.
- d) 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.

4. 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.

5. **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.

6. 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.
7. 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.
8. 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.
9. 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 IIMRP/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.

1. Original cancelled cheque having the First Holder Name printed on the cheque.
2. Original bank statement reflecting the First Holder Name, Bank Account Number and Bank Name as specified in the application.
3. Photocopy of the bank statement duly attested by the bank manager with designation, employee number and bank seal.
4. Photocopy of the bank pass book duly attested by the bank manager with designation, employee number and bank seal.
5. 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.
6. 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.icicipruamc.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

- a) **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/Plan name in the application form as "ICICI Prudential Dividend Yield Equity 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) The Investor has to fill separate form for each plan/option that he/she wishes to invest in through a Lumpsum Investment or Systematic Investments.
- c) Investor should select plan and option under which he/she wish to invest. In case, the investor has not selected the option/sub-option for his/her investments, default option/sub-option as prescribed in the Scheme Information Document of the scheme will be applied.
- d) **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.

Minimum Application Amount: Rs. 5,000/- and in multiples of Rs. 1 thereafter.

PLANS & OPTIONS:

Following Plans/Options will be available under ICICI Prudential Dividend Yield Equity Fund:

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	Growth Option and Dividend Option with Dividend Payout and Dividend Re-investment sub-options
Default Option	Growth Option
Default Sub-option	Dividend Re-investment

All the plans/options stated above will have a common portfolio. Direct Plan is only for investors who purchase /subscribe Units in a Scheme directly with the Fund.

The Trustees reserve the right to introduce any other option(s)/sub-option(s) under the Scheme at a later date, by providing a notice to the investors on the AMC's website and by issuing a press release, prior to introduction of such option(s)/ sub-option(s).

V. SYSTEMATIC INVESTMENT PLAN (SIP)

- a) The Unitholders opting for SIP may begin their investment with minimum amount of Rs. 2,000/- in the Scheme, subject to the offering of the Units for Purchase after the New Fund Offer Period. The Unitholders who wish to opt for SIP can start his /her investments with a minimum of Rs. 2,000/- or multiples of Re.1 thereof with minimum of 6 installments. Investors can subscribe through SIP by using Auto Debit/Standing Instruction facilities offered by the Banks. The SIP dates can be 7th or 10th or 15th or 25th of the respective months. Quarterly SIP facility is also available with minimum of Rs. 5,000/- per installment and minimum 4 installments.
- b) The Auto Debit/Standing Instructions should be in favour of "ICICI Prudential Dividend Yield Equity Fund" and crossed "Account Payee Only". Units will be allotted for the

amount net of the bank charges and transaction charges, if any. On registration of SIP, the Registrar will send a letter to the Unitholder confirming that his/her name has been included in the Systematic Investment Plan. An investor will have the right to discontinue the SIP, subject to giving 30 day prior intimation to the subsequent SIP date.

- c) During NFO, SIP through cheque is not permitted.
- d) 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 from the date of submission of request for monthly SIP.
- e) **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 should be drawn in favour of "ICICI Prudential Dividend Yield Equity Fund" and crossed "Account Payee Only". The cheque/demand draft should be payable at the centre where the application is lodged. The cheque/demand draft should be drawn on any bank which is situated at and is a member/sub-member of the Bankers' Clearing House. Cheques/demand drafts drawn on a bank not participating in the Clearing House will not be accepted.

- b) Separate Cheque/Draft is required for each plan/option invested.

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

MICR cheques will be accepted till the end of business hours upto May 09, 2014.

Transfer cheques and Real Time Gross Settlement (RTGS) will be accepted till the end of business hours upto May 09, 2014. Switch in requests from equity and non equity schemes of ICICI Prudential Mutual Fund will be accepted till the end of business hours upto May 09, 2014.

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

- d) **Payments by Stockinvest, Money Order, Cash, Postal Order, Outstation Cheques, Post-dated Cheques and Demand Drafts will not be accepted.**

The Trustee shall have absolute discretion to accept/reject any application for purchase of Units, if in the opinion of the Trustee, increasing the size of Scheme's Unit capital is not in the general interest of the Unitholders, or the Trustee for any other reason believes it would be in the best interest of the Schemes or its Unitholders to accept/reject such an application.

- e) An investor can also subscribe to the New Fund Offer (NFO) through ASBA facility.

- f) **NRI/FII/PIO Investors**

1. **Repatriation basis:** Payments by NRIs/FIIs/Persons of Indian Origin residing abroad, may be made either by way of Indian Rupee drafts or cheques by means of (i) inward remittance through normal banking channels; or (ii) out of funds held in NRE/FCNR account payable at par and payable at the cities where the Customer Service Centres are located.

In case of Indian Rupee drafts purchased through 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.

2. **Non Repatriation basis:** NRIs or Persons of Indian origin residing abroad investing on a non-repatriable basis may do so by issuing cheques/demand drafts drawn on Non-Resident Ordinary (NRO) account payable at the cities where the Customer Service Centres are located.

3. **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.

4. **Payment of Maturity Proceeds:** NRIs shall provide details of purchase including contract notes on or before the maturity date. In the absence of such details on or before the maturity date, TDS towards capital gain would be done at higher applicable rate. For this purpose, the difference between allotment NAV and NAV applicable for Maturity payment is considered as capital gains.

The plan under the scheme shall be fully redeemed at the end of the maturity period of the respective Plan unless rolled over as per SEBI guidelines.

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.

- a) 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.

- b) 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.
- c) 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.
- d) 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.
- e) 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.
- f) Nomination in respect of the units stands withdrawn upon the transfer of units.
- g) Every new nomination for a folio/account will overwrite the existing nomination.
- h) Transfer of units in favour of a Nominee shall be valid discharge by the Asset Management Company (AMC) against the legal heir.
- i) 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.
- j) 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.
- k) Investors who want to make multiple nominations (Maximum 3) need to fill the separate Multiple Nomination Form available on www.icicipruamc.com and submit it to the AMC.
- l) 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 Axis Bank, Citibank N.A., HDFC Bank, HSBC and ICICI Bank, for direct credit of redemption and dividend proceeds if the investors have a bank mandate any of the specified banks. However, the Fund reserves the right to issue a payment instrument in place of this direct credit 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. 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:

- 1) 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.
- 2) Payment by Employer on behalf of employee under Systematic Investment Plans or lump sum/one-time subscription through Payroll deductions.
- 3) 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:

- (1) 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.
- (2) 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.
- (3) 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:

- (1) 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.icicipruamc.com or ICICI Prudential Mutual Fund branch offices.

XI. 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.icicipruamc.com.

XII. 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.

XIII. 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:

- i. The existing investors of the mutual fund industry may be charged Rs.100/- as transaction charge per subscription of Rs.10,000/- and above;
- ii. 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.

XIV. 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 mis-selling 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.

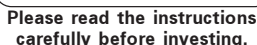
XV. Signatures : The signature(s) should be in English or in any of the Indian languages specified in the eighth schedule of the constitution of India. Applications on behalf of minors should be signed by their Guardian. Thumb impressions must be attested by a Magistrate or a Notary Public or a Special 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.



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.

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

New Fund Offer Opens on: April 25, 2014

New Fund Offer Closes on: May 09, 2014

Date:

D	D	M	M	Y	Y	Y	Y

ASBA Application No. _____

BROKER/AGENT INFORMATION				FOR OFFICE USE ONLY			
Broker Name & AMFI Regn. No.	Sub-Broker Name & ARN Code	EUIN (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 EUIN box is left blank): 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.

<p>Signature of Sole / First Applicant</p>			<p>Signature of Second Applicant</p>			<p>Signature of Third Applicant</p>		
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[illegible]

Existing Folio No. (Please fill in your folio no., if any)									
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DEMAT ACCOUNT DETAILS OF FIRST APPLICANT (Mandatory - Refer Terms & Conditions No.10 on the reverse side of this form)

Depository Name (Please tick any)	<input type="checkbox"/> National Securities Depository Ltd. (NSDL)	<input type="checkbox"/> Central Depository Services [India] Ltd. (CDSL)
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Depository Participant Name	
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[illegible]

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

[illegible]

INVESTMENT DETAILS (For scheme details, please read the Key Information Memorandum/Scheme Information Document of the Scheme)

ICICI PRUDENTIAL DIVIDEND YIELD EQUITY FUND	[Please tick (✓) the appropriate boxes, only if it is applicable to the scheme/plan in which you wish to invest]		
	PLAN: <input type="checkbox"/> Regular <input type="checkbox"/> Direct	Option: <input type="checkbox"/> Growth <input type="checkbox"/> Dividend Payout <input type="checkbox"/> Dividend Reinvestment	

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

[illegible][illegible]

Account Number	Account Type	
	<input type="checkbox"/> Current <input type="checkbox"/> Savings <input type="checkbox"/> NRO <input type="checkbox"/> NRE	If "Mandatory Details" are not provided, your application is liable to be rejected.

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

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 SCST 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 SCST 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 SCST 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 SCST 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 SCSTs shall not be liable for losses, if any. All future communication in connection with NFO should be addressed to the SCST/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 Dividend Yield Equity Fund

PLAN:	<input type="checkbox"/> Regular	<input type="checkbox"/> Direct
Option:	<input type="checkbox"/> Growth	<input type="checkbox"/> Dividend Payout <input type="checkbox"/> Dividend Reinvestment

SCSB A/c. No. _____ Bank Name _____ Branch Name _____

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-demat 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.

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. College Road, Off C. G. Road, Ahmedabad - 380009 (Gujarat) • Bangalore: Phoenix Pinnacle, First Floor, Unit 101-104, No. 46 Ulsoor Road, Bangalore - 560042 • Baroda (Vadodara): 2nd Floor, Office no 202, Gold Croft, Jetalpur Road, Alkapuri, Vadodara - 390007 • Bhopal: MF - 26/27 Block - C, Mezzanine floor, Mansarovar Complex, Hoshangabad Road, Bhopal - 462016, Madhya Pradesh • Bhubhaneshwar: Rajdhani House, 1st Floor, Front Wing, 77, Janpath, Kharvel Nagar, Bhubaneswar, Odisha 751001 • Chandigarh: SCO 137-138 1st Floor, Sector 9-C, Chandigarh 160 017 • Chennai: Abithil Square, No.189, Lloyds Road, Chennai 600 014 • Coimbatore: "Shylaja Complex", First Floor, No 575 C, D.B. Road, Near Post Office Signal, R. S. Puram, Coimbatore 641002 • Dehradun: 1st floor, Opposite 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, India • Guwahati: Jadavbora Complex, M. Dewanpath, Ullubari, Guwahati-787001 • Hyderabad: Gowra Plaza, 1st Floor, No. 1-8-304-307/381/444, S. P. Road, Begumpet, Secunderabad - 500 003 • Indore: 310-311 Starlit Tower, 29/1 Y N Road, Indore - 452001, Madhya Pradesh • Jaipur: Building No.1, Opposite</p>	<p>Amrapura Sthaan, M.I. Road, Jaipur - 302 001, (Rajasthan) • Jamshedpur: Office No. 7, II Floor, Bharat Business Centre, Holding # 2, Ram Mandir Area, Bistupur, Jamshedpur - 831001, Jharkhand • Kalyani: B/9/14, C.A, Central Park, P.O. Kalyani, District: Nadia, Kalyani - 741235 • Kanpur: 516-518, Krishna Tower, 15/63 Civil Lines, Opp. U.P. Stock Exchange, Kanpur 208001 • Kochi: # 956/3 & 956/4, 2nd Floor, Teepeyem Towers, Kurushupally Road, Off M.G. Road, Ravipuram, Cochin - 682015 • Kolhapur: 1089, E-ward, Anand Plaza, Rajaram Road, Kolhapur - 416001, Maharashtra • Kolkata: 227, A.J.C Bose Road, Anandalek, 1st Floor, Room No. 103/103 A, Block - B, Kolkata - 700020 • Lucknow: 1st Floor, Modern Business Centre, 19 Vidhansabha Marg, Lucknow 226 001 • Ludhiana: SCO 121, Ground Floor, Feroze Gandhi Market, Ludhiana 141 001 • Mumbai (Central Service Office - Goregaon): 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai - 400 063. Tel.: 022-26852000, Fax No.: 022-2686 8313 • Mumbai (Fort): 2nd Floor, Brady House, 12/14, Veer Nariman Road, Fort, Mumbai 400 001 • Mumbai (Borivali): Ground Floor, Suchitra Enclave, Maharashtra Lane, Borivali (West), Mumbai 400 092 • Mumbai (Khar): 101, 1st Floor, Abbas Manzil, Opposite Khar Police Station, S. V. Road, Khar (West), Mumbai - 400052 • Mumbai (Thane): Ground Floor,</p>	<p>Mahavir Arcade, Ghantali Road, Naupada, Thane West 400 602 • 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 • Navi Mumbai - Vashi: Office No. 26, Devarata Co-op Housing Society, Ground floor, Plot No. 83, Sector 17, Landmark: Near Babubhai Jivandas Showroom, Near Axis Bank, Vashi, Navi Mumbai - 400703 • New Delhi: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001 • Noida: F-25, 26 & 27, First Floor, Savitri market, Sector-18, Noida201301 • Panjim: Shop No.687, Sandeep Apartment, Dr. Dada Vaidya Road, Panjim 403 001 Goa. • Patna: 1st Floor, Kashi Palace, Dak Bungalow Road, Patna 800 001 • Pune: 1205/4/6, Shivaji Nagar, Chimbalkar House, Opp. Sambhaji Park, J.M. Road, Pune 411004 • Rajkot: Office no 201, 2nd Floor, Akshar X, Jagannath-3, Dr. Yagnik Road, Rajkot - 360001 • Siliguri: Ganapati Plaza, 2nd Floor, Sevoke Road, Siliguri - 734001 • Surat: HG-30, Block-B, International Trade Centre, Majura Gate, Surat 395002. • Udaipur: Shukrana, 6, Durga Nursery Road, Near Sukhadia Memorial, Udaipur 313001 • Varanasi: D-58/2, Unit No. 52&53, 1st floor, Kuber complex, Rath Yatra crossing, Varanasi - 221010, Uttar Pradesh.</p>
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Toll Free Numbers: (MTNL/BSNL) 1800222999; (Others) 1800200666 • Website: www.icicipruamc.com

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

<p>• Agartala: Advisor Chowmuhan (Ground Floor), Krishnanagar, Agartala-799001, Tripura, Tel.: (381) 2323009, 2223009, 9862923301 • Agra: No. 8, II Floor, Maruti Tower, Sanjay Place, Agra-282002, Uttarpradesh Tel.: (0562) 3242267, 2521170 • Ahmedabad: 111-113, 1st Floor, Devpath Building, Off: C.G. Road, Behind Lal Bungalow, Ellis Bridge, Ahmedabad 380006 • Ajmer: AMC No. 423/30 Near Church Brahampuri, Opp. T B Hospital, Jaipur Road, Ajmer-305001, Rajasthan Tel.: (0145) 3292040, 2425814 • Akola: Opp. RLT Science College, Civil Lines, Akola-444001, Maharashtra, Tel.: (724) 3203830, 2431702 • Aligarh: City Enclave, Opp. Kumar Nursing Home, Ramghat Road, Aligarh-202001, Uttar Pradesh, Tel.: (571) 3200301, 2402089 • Alleppey: Bldg. No. VIII / 411, C. C. N. B. Road, Near Pagoda Resort, Chungom, Alleppey-688011, Kerala, Tel.: (477) 3209718 • Allahabad: 30/2, A&B, Civil Lines Station, Besides Vishal Mega Mart, Strachey Road, Allahabad-211001, Uttarpradesh Tel.: (0532) 3291274, 2404055 • Alwar: 256A, Scheme No.1, Arya Nagar, Alwar-301001, Rajasthan Tel.: (0144) 2702324 • Amaravati: 81, Gulshan Tower, 2nd Floor Near Panchsheel Talkies, Amaravati-446011, Maharashtra Tel.: (0721) 3291965, 2564304 • Amritsar: SCO - 18J, 'C' BLOCK RANJIT AVENUE, Amritsar-140001, Punjab Tel.: (0183) 5099995, 3221379 • Anand: 101, A.P. Tower, B/H, Sardhar Gunj Next to Nathwani Chambers, Anand-388001, Gujarat, Tel.: (02692) 325071, 240981 • Asansol: Block 'G', 1st Floor, P C Chatterjee Market Complex, Rambandhu Talab, P O Ushagram, Asansol-713303, West Bengal Tel.: (0341) 3295235, 3298306 • Aurangabad: Office No. 1, 1st Floor, Amodi Complex, Juna Bazar, Aurangabad-431001, Maharashtra Tel.: (0240) 3295202, 2363664 • Ambala: Opposite Peer Bal Bhavan Road, Ambala-134003 Haryana, Tel.: (171) 3248787 • Anantapur: 15-570-33, 1st Floor, Pallavi Towers, Anantapur-515 001, Andhra Pradesh, Tel.: (8554) 326980, 326921, 227024 • Andheri: CTS No 411, Citipoint, Gundivali, Teli Gali, Above C.T. Chatwani Hall, Andheri-400069, Maharashtra • Ankleshwar: Shop No. F-56, 1st Floor, Omkar Complex, Opp. Old Colony, Near Valia Char Rasta, GIDC, Ankleshwar-393002, Bharuch, Gujarat, Tel.: (02646) 310207, 220059 • Balalore: B. C. Sen Road, Balalore-756001, Orissa, Tel.: (06782) 326808, 2264902 • Bangalore: Trade Centre, 1st Floor 45, Dikensen Road (Next to Manipal Centre), Bangalore-560042, Karnataka (080) 30574709 • Bareilly: F-62-63, Butler Plaza, Civil Lines, Bareilly-243001, Uttar Pradesh, Tel.: (581) 3243322, 2554228 • Bellary: 60/5, Mullangi Compound, Gandhinagar Main Road (Old Gopalswamy Road), Bellary-583101, Karnataka, Tel.: (08392) 326848, 268822 • Bhagalpur: Krishna, 1st Floor, Near</p>	<p>Mahadev Cinema, Dr. R. P. Road, Bhagalpur-812002, Bihar, Tel.: (641) 3209094, 2409506 • Bharuch (Parent: Ankleshwar TP): F-108, Rangoli Complex, Station Road, Bharuch-392001, Gujarat, Tel.: 9825304183 • Bhatinda: 2907, GH, GT Road, Near Zila Parishad, Bhatinda-151001, Punjab, Tel.: (164) 3204511, 2210633 • Bhubaneswar: Plot No - 111, Varaha Complex Building 3rd Floor, Station Square Kharvel Nagar, Unit 3, Bhubaneswar-751001, Orissa Tel.: (0674) 3253307 • Bhuj: Data Solution, Office No.17, 1st Floor, Municipal Building, Opp. Hotel Prince, Station Road, Bhuj-370001, Kutch, Gujarat, Tel.: (02832) 320924, 227176 • Bikaner: F-4,5, Bothra Complex, Modern Market, Bikaner-334001, Rajasthan, Tel.: (151) 3201590 • Bilaspur: Beside HDFC Bank, Link Road, Bilaspur-495001, Chattisgarh, Tel.: (7752) 327886 • Belgaum: 1st Floor, 221/2A/1B Vaccine Depot Road, Near 2nd Railway gate, Tilakwadi, Belgaum-590006, Karnataka, Tel.: (0831) 3299598, 2425304 • Berhampur: First Floor, Upstairs of Aaroon Printers, Gandhi Nagar, Main Road, Berhampur-760001, Orissa Tel.: (0680) 3205855, 2220001 • Bhavnagar: 305-306, Sterling Point, Waghawadi Road, OPP HDFC BANK, Bhavnagar-364002, Gujarat Tel.: (0278) 3208387, 2567020 • Bhilai: Shop No. 117, Ground Floor, Khicharia Complex, Opposite IDBI Bank, Nehru Nagar Square, Bhilai-490020. Tel.: 9203900630 • Bhilwara: Indraprastha tower, Second floor, Shyam ki Sabji Mandi, Near Mukharji Garden, Bhilwara-311001, Rajasthan Tel.: (01482) 231808, 321048 • Bhopal: Plot No. 10, 2nd Floor, Alankar Complex Near ICICI Bank MP Nagar, Zone II Bhopal-462011, Madhya Pradesh, Tel.: (0755) 3295873 • Bhusawal (Parent: Jalgaon TP): 3, Adelaide Apartment, Christain Mohala, Behind Gulshan-E-Iran Hotel, Amardeep Talkies Road, Bhusawal-425201, Maharashtra • Bokaro: Mazzanine Floor F-4, City Centre, Sector 4, Bokaro Steel City, Bokaro-827004, Jharkhand Tel.: (06542) 324881 • Burdwan: 399, G T Road, Basement of Talk of the Town, Burdwan-713101, West Bengal Tel.: (0342) 3207077, 2568584 • Calicut: 29/ 97G, 2nd Floor, Gulf Air Building, Mavoor Road, Arayidathupalam, Calicut-673016, Kerala, Tel.: (0495) 3255984, 2723173 • Chandigarh: Deepak Tower, SCO 154-155, 1st Floor, Sector 17-C, Chandigarh-160017, Punjab Tel.: (0172) 3048720 • Chennai: Ground Floor, Rayala Tower-I, 158, Annasalai, Chennai-600002, Tamil Nadu • Chennai: Ground Floor, No. 178/10, Kodambakkam High Road Opp. Hotel Palmgrove Nungambakkam, Chennai-600 034, Tamil Nadu Tel.: (044) 39115561 • Cochin: Ittoop's Imperial Trade Center, Door No. 64/5871 - D, 3rd Floor M. G. Road (North), Cochin-682035, Kerala Tel.: (0484) 3234658, 2383830 • Coimbatore: Old # 66 New # 86, Lokamanya Street (West),</p>	<p>Ground Floor, R.S. Puram, Coimbatore-641002 Tamil Nadu Tel.: (0422) 3018000, 3018003 • Cuttack: Near Indian Overseas Bank, Cantonment Road, Mata Math, Cuttack-753001, Orissa, Tel.: (0671) 2303722 • Deoghar: S. S. M. Jalan Road, Ground floor, Opp. Hotel Ashoke, Caster Town, Deoghar-814112, Jharkhand, Tel.: (6432) 320227, 224468 • Durgapur: City Plaza Building, 3rd floor, City Centre, Durgapur-713 216, West Bengal Tel.: (0343) 3298890, 3298891 • Dhanbad: Urmila Towers, Room No. 111 (1st Floor), Bank More, Dhanbad-826001, Jharkhand, Tel.: (0326) 2304675, 2304675 • Davenegere: 13, 1st Floor, Akkamahadevi Samaj Complex, Church Road, P.J. Extension, Davenegere-577002, Karnataka, Tel.: (08192) 326226, 230038 • Dehradun: 204/ 121, Nari Shilp Mandir Marg, Old Connaught Place, Dehradun-248001, Uttaranchal, Tel.: (0135) 3258460, 2713233 • Erode: 197, Seshaiyer Complex Agraharam Street, Erode-638001, Tamil Nadu, Tel.: (0424) 3207730, 4272073 • Faridhabad: B-49, 1st Floor, Nehru Ground, Behind Anupam Sweet House, NIT, Faridhabad-121001, Haryana, Tel.: (0129) 3241148, 2410098 • Ghaziabad: 113/6, 1st Floor, Navyug Market, Gazhiabad-201001, Uttarpradesh, Tel.: (0120) 3266917, 9910480189 (mobile of CH), 4154476 • Gondal (Parent Rajkot): A/177, Kailash Complex, Opposite Khedut Decor, GONDAL-360 311, Gujarat, Tel.: (0281) 3298158 • Goarakhpur: Shop No. 3, Second Floor, The Mall Cross Road, A.D. Chowk, Bank Road, Goarakhpur-273001, Uttarpradesh, Tel.: (0551) 3294771, 2344065 • Guntur: Door No. 5-38-44/51, Brodipet, Near Ravi Sankar Hotel, Guntur-522002, Andhra Pradesh, Tel.: (0863) 3252671, 6680838 • Gurgaon: SCO - 16, Sector - 14, First floor, Gurgaon-122001, Haryana, Tel.: (0124) 3263763, 4082660 • Guwahati: A.K. Azad Road, Rehabori, Guwahati-781008, Assam, Tel.: (0361) 2607771, 2139038 • Gwalior: G-6, Global Apartment, Kailash Vihar Colony, Opp. Income Tax Office, City Centre, Gwalior-474002, Madhya Pradesh, Tel.: (0751) 3202311, 2427662 • Goa: No.108, 1st Floor, Gurudutta Bldg, Above Weekend M G Road, Panaji (Goa), Goa-403001 Tel.: (0832) 3251755 3251640 • Haridwar: No. 7, Kanya Gurukul Road, Krishna Nagar, Haridwar - 249404, Uttarakhand • Hazaribag: Municipal Market, Annanda Chowk, Hazaribag-825301, Jharkhand, Tel.: (6546) 320250, 223959 • Hisar: 12, Opp. Bank of Baroda, Red Square Market, Hisar-125001, Haryana 125001, Tel.: (1662) 329580, 283100 • Hosur: No.303, SIPCOT Staff Housing Colony, Hosur - 635126, Tamil Nadu, Tel.: (04344) 645010 • Hubli: No. 204 - 205, 1st Floor ' B ' Block, Kundagol Complex Opp. Court, Club Road, Hubli-580029, Karnataka, Tel.: (0836) 3293374, 4255255 • Hyderabad: 208, II Floor, Jade Arcade Paradise Circle, Secunderabad-500 003,</p>
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Other Cities: Additional official transaction acceptance points (CAMS Transaction Points) (Contnd.)

Andhra Pradesh Tel.: (040) 39182471, 39182473 • **Indore:** 101, Shalimar Corporate Centre, 8-B, South tukogunj, Opp. Green park, Indore-452001, Madhya Pradesh Tel.: (0731) 3253692, 3253646 • **Jabalpur:** 8, Ground Floor, Datt Towers, Behind Commercial Automobiles, Napier Town, Jabalpur-482001, Madhya Pradesh, Tel.: (0761) 3291921, 4017146 • **Jalandhar:** 367/8, Central Town, Opp. Gurudwara Diwan Asthan, Jalandhar-144001 Punjab, Tel.: (0181) 2222882, 2222882 • **Jalna:** Shop No 6, Ground Floor, Anand Plaza Complex, Bharat Nagar, Shivaji Putla Road, Jalna - 431 203 (Maharashtra) • **Jalgaon:** Rustomji Infotech Services 70, Navipeth, Opp. Old Bus Stand, Jalgaon-425001, Maharashtra Tel.: (0257) 3207118, 2235343 • **Jamnagar:** 217/218, Manek Centre, P.N. Marg, Jamnagar-361008, Gujarat, Tel.: (0288) 3206200, 2661942 • **Jamshedpur:** Millennium Tower, "R" Road, Room No. 15 First Floor, Bistupur, Jamshedpur-831001, Jharkhand, Tel.: (0657) 3294202, 2224879 • **Jaipur:** R-7, Yudhisthir Marg, C-Scheme, Behind Ashok Nagar Police Station, Jaipur-302001, Rajasthan Tel.: (0141) 3269126, 3269128 • **Jammu:** JRDS Heights, Lane Opp. S & S Computers, Near RBI Building, Sector 14, Nanak Nagar, Jammu-180004, J&K, Tel.: (0191) 2432601, 2432601, 9906082698 • **Jhansi:** Opp. SBI Credit Branch, Babu Lal Kharkana Compound, Gwalior Road, Jhansi-284001, Uttarpradesh, Tel.: (510) 3202399, 2332455 • **Jodhpur:** 1/5, Nirmal Tower, Ist Chopasani Road, Jodhpur-342003, Rajasthan Tel.: (0291) 3251357, 2628039 • **Junagadh:** Circle Chowk, Near Choksi Bazar Kaman, Junagadh-362001, Gujarat, Tel.: (0285) 3200909, 2653682 • **Kadapa:** Bandi Subbaramaiah Complex, D.No. 3/1718, Shop No. 8, Raja Reddy Street, Kadapa-516 001, Andhra Pradesh, Tel.: (8562) 322099, 254122 • **Kannur:** Room No. 14/435, Casa Marina Shopping Centre, Talap Kannur-670004, Kerala, Tel.: (497) 3249382 • **Kanpur:** 1st Floor, 106 to 108, CITY CENTRE, Phase II, 63/2, THE MALL, Kanpur-208001, Uttarpradesh Tel.: (0512) 3918003, 3918000 • **Kakinada:** No.33-1, 44, Sri Satyha Complex Main Road, Kakinada-533001, Andhra Pradesh, Tel.: (884) 3207474, 3204595, 2367891 • **Kalyani:** A-1/50, Block A, Dist Nadia, Kalyani-741235, West Bengal, Tel.: (033) 32422712, 25022720 • **Karimnagar:** H.No.7-1-257, Upstairs S. B. H. Mangammathota, Karimnagar-505001, Andhra Pradesh, Tel.: (878) 3205752, 3208004, 225594 • **Karnal:** (Parent: Panipat TP): 7, 1st Floor, Opp. Bata Showroom, Kunjapura Road, Karnal-132001, Haryana, Tel.: 9813999809 • **Karur:** 126 G, V. P. Towers, Kovai Road, Basement of Axis Bank, Karur-639002, Tamil Nadu, Tel.: (4324) 311329, 262130 • **Kestopur:** 148, Jessore Road Block-B (2nd Floor) Kolkata, Kestopur-700101, West Bengal, Tel.: (033) 32415332, 32415333 • **Kharagpur:** H.NO. 291/1, Ward No. 15, Malancha Main Road, Opposite UCO Bank Kharagpur-721301, West Bengal, Tel.: (3222) 323984, 254121 • **Kolkata:** Saket Building, 44 Park Street, 2nd Floor, Kolkata-700016, West Bengal Tel.: (033) 32550760, 30582285 • **Kolhapur:** 2 B, 3rd Floor, Ayodhya Towers Station Road, Kolhapur-416001, Maharashtra Tel.: (0231) 3209 356, 2650401 • **Kollam:** Kochupilamoodu Junction, Near VLC, Beach Road, Kollam-691001, Kerala, Tel.: (474) 3248376, 9847067534, 2742850 • **Kota:** B-33 'Kalyan Bhawan' Triangle Part, Vallabh Nagar, Kota-324007, Rajasthan, Tel.: (0744) 3293202, 324007, 2505452 • **Kottayam:** KMC IX / 1331 A, Opp. Malayala Manorama Railway Station Road, Thekkummootil, Kottayam-686001, Kerala, Tel.: (0481) 3207011, 2302763 • **Kumbakonam:** Jailani Complex 47, Mutt Street, Kumbakonam-612001, Tamil Nadu, Tel.: (435) 3220911, 2403747 • **Kurnool:** H.No.43/8, Upstairs Uppini Arcade, N R Peta, Kurnool - 518004 Andhra Pradesh, Tel.: (8518) 312978 312970 329504 • **Lucknow:** Off # 4, 1st Floor, Centre Court Building, 3/C, 5 - Park Road, Hazratganj, Lucknow-226001, Uttarpradesh Tel.: (0522) 3918000, 3918001 • **Ludhiana:** U/ GF, Prince Market, Green Field, Near Traffic Lights, Sarabha Nagar, Pulli Pakhowal Road, Ludhiana-141002, Punjab Tel.: (0161) 3018000, 3018001 • **Madurai:** Ist Floor, 278, North Perumal Maistry street, (Nadar Lane), Madurai - 625001, Contact no.: (0452) 3252468 • **Mangalore:** No. G-4 & G-5, Inland Monarch, Opp. Karnataka Bank, Kadri Main Road, Kadri, Mangalore-575003, Karnataka Tel.: (0824) 3251357, 3252468 • **Mapusa:** (Parent ISC : Goa) Office No. CF-8, 1st Floor, Business Point, Above Bicholim Urban Co-op Bank,

Angod, Mapusa-403507, Goa, Tel.: 9326126122 • **Margao:** Virginkar Chambers, Ist Floor, Near Kamath Milan Hotel, New Market, Near Lily Garments, Old Station Road, Margao-403601, Goa, Tel.: (832) 3224658 • **Mehsana:** 1st Floor, Subhadra Complex, Urban Bank Road, Mehsana-384002, Gujarat, Tel.: (2762) 323985, 323117 • **Meerut:** 108, Ist Floor, Shivam Plaza, Opposite Eves Cinema, Hapur Road, Meerut-250002, Uttarpradesh Tel.: (0121) 3257278, 2421238 • **Moradabad:** B-612, 'Sudhakar' Lajpat Nagar, Moradabad-244001, Uttarpradesh, Tel.: (0591) 3299842, 2493144 • **Mumbai:** Rajababadur Compound, Ground Floor, Opp. Allahabad Bank, Behind ICICI Bank 30, Mumbai Samachar Marg, Fort, Mumbai-400023, Maharashtra Tel.: (022) 30282468, 30282469 • **Muzzafarpur:** Brahman toli, Durgasthan Gola Road, Muzaffarpur-842001, Bihar Tel.: (0621) 3207052, 2246022 • **Mysore:** No.1, 1st Floor, CH. 26 7th Main, 5th Cross (Above Trishakthi Medicals), Saraswati Puram, Mysore-570009, Karnataka, Tel.: (0821) 3294503, 2342182 • **Nadiad:** S/OB 2nd Floor, Ghantakarna Complex, Gunj Bazar, Nadiad- 387001, Gujarat • **Nagpur:** 145 Lendra, New Ramdaspetty, Nagpur-440010, Maharashtra Tel.: (0712) 3258275, 3258272, 2432447 • **Nasik:** Ruturang Bungalow, 2 Godavari Colony Behind Big Bazar, Near Boys Town School Off College Road, Nasik-422005, Maharashtra, Tel.: (0253) 3250202, 2577448 • **Navsari:** 16, 1st Floor, Shivani Park, Opp. Shankheswar Complex, Kaliawadi, Navsari-396 445, Gujarat. Tel.: (02637) 650144 • **Nellore:** 97/56, I Floor Immadisetty Towers Ranganayakulapet Road, Santhapet, Nellore-524001, Andhra Pradesh, Tel.: (0861) 3298154, 3201042, 2302398 • **New Delhi:** 7-E, 4th Floor, Deen Dayaal Research Institute Building, Swami Ram Tirath Nagar, Near Videocon Tower, Jhandewalan Extension, New Delhi - 110 055, Tel.: (011) 30481205, 30482468, 23353834 • **New Delhi (Connaught Place):** Flat no.512, Narain Manzil, 23, Barakhamba Road, Connaught Place, New Delhi - 110 001 • **Noida:** C-81, 1st floor, Sector - 2, Noida-201301, Tel.: (120) 3043335 3043334 • **Palakkad:** 10/688, Sreedevi Residency Mettupalayam Street, Palakkad-678001, Kerala, Tel.: (491) 3261114, 2548093 • **Patna:** G-3, Ground Floor, Om Vihar Complex, SP Verma Road, Patna-800001, Bihar, Tel.: (0612) 3255284, 3255285, 3255286 • **Panipat:** 83, Devi Lal Shopping Complex, Opp. ABN Amro Bank, G. T. Road, Panipat-132103, Haryana, Tel.: (0180) 3250525, 4009802, 4009802 • **Patiala:** 35, New Lal Bagh Colony, Patiala-147001, Punjab, Tel.: (0175) 3298926, 2229633, 2229663 • **Pondicherry:** S-8, 100, Jawaharlal Nehru Street (New Complex, Opp. Indian Coffee House), Pondicherry-605001, Tel.: (0413) 4210030, 3292468, 4210030 • **Pune:** Nirmiti Eminence, Off No.6, 1st Floor, Opp. Abhishek Hotel, Mehandade Garage Road, Erandawane, Pune-411004, Maharashtra Tel.: (020) 30283005, 30283003 30283000 • **Raipur:** HIG, C-23, Sector - 1, Devendra Nagar, Raipur-492004, Chhattisgarh, Tel.: (0771) 3296404, 3290830, 2888002 • **Rajahmundry:** Cabin 101, D.No 7-27-4, 1st Floor, Krishna Complex Baruvuri Street, T. Nagar, Rajahmundry-533101, Andhra Pradesh, Tel.: (0883) 3251357, 6665531 • **Rajkot:** Office 207 - 210, Everest Building, Harihar Chowk, Opp. Shastri Maidan, Limda Chowk, Rajkot-360001, Gujarat, Tel.: (0281) 3298158, 2227552 • **Ranchi:** 4, HB Road No. 206, 2nd Floor, Shri Lok Complex, H B Road, Near Firayalal, Ranchi-834001, Jharkhand, Tel.: (0651) 3298058, 2226601 • **Rohtak:** 205, 2nd Floor, Bldg. No. 2, Munjal Complex, Delhi Road, Rohtak-124001, Haryana, Tel.: (01262) 318589, 258436 • **Rourkela:** 1st Floor, Mangal Bhawan, Phase II, Power House Road, Rourkela-769001, Orissa, Tel.: (0661) 3290575 • **Saharanpur:** Ist Floor, Krishna Complex, Opp. Hath Gate, Court Road, Saharanpur-247001, Uttar Pradesh, Tel.: (132) 3255591, 2712507 • **Salem:** No.2, Ist Floor, Vivekananda Street, New Fairlands, Salem-636016, Tamil Nadu, Tel.: (0427) 3252271, 2330592 • **Sambalpur:** C/ o Raj Tibrewal & Associates, Opp. Town High School, Sansarak, Sambalpur-768001, Orissa, Tel.: (0663) 3290591, 2405606 • **Sangli:** Diwan Niketan, 313, Radhakrishna Vasahat, Opp. Hotel Suruchi, Near S.T. Stand, Sangli - 416416 (Maharashtra) • **Satara:** 117/A/3/22, Shukrawar Peth, Sargam Apartment, Satara-415002, Maharashtra, Tel.: (2162) 320989, 281706 • **Shillong:** Lakari Building, 2nd Floor, Police Bazar, Shillong - 793001, Meghalaya • **Shimla:** Ist Floor, Opp. Panchayat Bhawan, Main gate Bus stand, Shimla-

171001, Himachal Pradesh, Tel.: (177) 3204944, 2650737 • **Shimoga:** Nethravathi, Near Gutti Nursing Home, Kuvempu Road, Shimoga-577201, Karnataka, Tel.: (8182) 322980, 271706 • **Siliguri:** No.7, Swamiji Sarani, Ground Floor, Hakimpura, Siliguri-734001, West Bengal, Tel.: (0353) 3291103, 2531024 • **Solapur:** Flat No. 109, 1st Floor, A Wing, Kalyani Tower, 126, Siddheshwar Peth, Near Pangal High School, Solapur-413001, Maharashtra, Tel.: (0217) 3204200, 2724548 • **Sriganganagar:** 18, 'L' Block, Sri Ganganagar - 335001, Rajasthan, Tel.: (154) 3206580, 2476742 • **Surat:** Plot No. 629, 2nd Floor, Office No. 2-C/2-D, Mansukhlal Tower, Beside Seventh Day Hospital, Opp.Dhiraj Sons, Athwalines, Surat-395001, Gujarat Tel.: (0261) 3262267, 3262468 • **Thane:** 3rd Floor, Nalanda Chambers, "B" Wing, Gokhale Road, Near Hanuman Temple, Naupada Thane-400602, Maharashtra, Tel.: (022) 31920050 • **Thiruppur:** 1(1), Binny Compound, II Street, Kumaran Road, Thiruppur-641601, Tamil Nadu, Tel.: (0421) 3201271, 4242134 • **Tirunelveli:** 1st Floor, Mano Prema Complex, 182 / 6, S.N. High Road, Tirunelveli-627001, Tamil Nadu, Tel.: (0462) 3200308, 2333688 • **Trichur:** Room No. 26 & 27, Dee Pee Plaza Kokkalai, Trichur-680001, Kerala, Tel.: (0487) 3251564, 2420646 • **Trichy:** No. 8, Ist Floor, 8th Cross, West Extension, Thillainagar, Trichy-620018, Tamil Nadu, Tel.: (0431) 3296909, 2741717 • **Tirupathi:** Door No. 18-1-597, Near Chandana Ramesh Showroom, Bhavani Nagar, Tirupathi 517 501, Tel.: (0877) 3206887 • **Thiruvalla:** Central Tower, Above Indian Bank, Cross Junction Thiruvalla-689101, Kerala, Tel.: (469) 3208430, 3200923 • **Trivandrum:** R. S. Complex, Opposite of LIC Building, Pattom PO, Trivandrum-695004, Kerala, Tel.: (0471) 3240202, 2554178 • **Udaipur:** 32, Ahinsapuri Fatehpura Circle, Udaipur-313004, Rajasthan, Tel.: (0294) 3200054, 2454567 • **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-390 007, Gujarat, Tel.: (0265) 3018032, 3018031 • **Valsad:** 3rd floor, Gita Nivas, Opp Head Post Office, Halar Cross Lane, Valsad-396001, Gujarat, Tel.: (02632) 324623 • **Vapi:** 215-216, Heena Arcade, Opp. Tirupati Tower, Near G. I. D. C Char Rasta, Vapi-396195, Gujarat, Tel.: (260) 3201249, 3201268 • **Varanasi:** C-28/142-2A, Near Teliya Bagh Crossing, Teliya Bagh, Varanasi-221002, Uttarpradesh, Tel.: (0542) 3253264, 2202126 • **Vasco:** (Parent Goa): No DU 8, Upper Ground Floor, Behind Techoclean Clinic, Suvidha Complex, Near ICICI Bank, Vasco Da Gama-403802 • **Vellore:** No.1, Officer's Line, 2nd Floor, MNR Arcade, Opp. ICICI Bank, Krishna Nagar, Vellore - 632001. Contact No.: (0416) 320 9017 • **Vijayawada:** 40-1-68, Rao & Ratnam Complex, Near Chennupati Petrol Pump, M.G Road, Labbipet, Vijayawada-520010, Andhra Pradesh, Tel.: (0866) 3299181, 3295202 • **Visakhapatnam:** 47/9/17, 1st Floor, 3rd Lane, Dwaraka Nagar, Visakhapatnam-530016, Andhra Pradesh Tel.: (0891) 3298397, 3298374 • **Warangal:** A.B.K. Mall, Near Old Bus Depot Road, F-7, 1st Floor, Ramnagar, Hanamkonda, Warangal - 506 001, Tel.: (0870) 6560141 • **Yamuna Nagar** 124-B/R Model Town Yamanujan Yamuna Nagar - 135001, Haryana, Tel.: (1732) 316770, 225339.

TP Lite Centres

• **Ahmednagar:** B.1+3, Krishna Enclave Complex, Near Hotel Natraj, Nagar-Aurangabad Road, Ahmednagar-414001, Maharashtra, Tel.: (0241) 6450282 • **Basti:** Office No. 3, Ist Floor "Jamia Shopping Complex, (Opposite Pandey School), Station Road, Basti-272002, Uttar Pradesh, Tel.: (5542) 327979 • **Chhindwara:** Office No. 1, Parasia Road, Near Mehta Colony, Chhindwara-480001, Madhya Pradesh, Tel.: (7162) 321163 • **Chittorgarh:** 3 Ashok Nagar, Near Heera Vatika, Chittorgarh-312001, Rajasthan, Tel.: (1472) 324810 • **Darbhanga:** Shahi Complex, 1st Floor, Near R B Memorial hospital, V.I.P. Road, Benta Laheriasarai, Darbhanga-846001, Bihar, Tel.: (6272) 326989 • **Dharmapuri:** 16A/63A, Pidamaneri Road, Near Indoor Stadium, Dharmapuri-636701, Tamil Nadu, Tel.: (4342) 310304 • **Dhule:** H. No. 1793 / A, J.B. Road, Near Tower Garden, Dhule-424 001, Maharashtra, Tel.: (2562) 329902 • **Faizabad:** 64, Cantonment, Near GPO Faizabad-224001, Uttar Pradesh, Tel.: (5278) 310664 • **Gandhidham:** S-7, Ratnakala Arcade, Plot No. 231, Ward - 12/B, Gandhidham - 370201 (Gujarat) • **Gulbarga:** Pal

<p>Complex, 1st Floor, Opp. City Bus Stop, SuperMarket, Gulbarga-585101, Karnataka, Tel.: (8472) 310119 • Haldia: 2nd Floor, New Market Complex, 2nd Floor, New Market Complex, Durgachak Post Office, Purba Medinipur District, Haldia-721602, West Bengal, Tel.: (3224) 320273 • Haldwani: Durga City Centre, Nainital Road, Haldwani-263139, Uttarakhand, Tel.: (5946) 313500 • Himmatnagar: D-78, 1st Floor, New Durga Bazar, Near Railway Crossing, Himmatnagar-383001, Gujarat, Tel.: (2772) 321080 • Hoshiarpur: Near Archies Gallery, Shimla Pahari Chowk, Hoshiarpur-146001, Punjab, Tel.: (1882) 321082 • Jaunpur: 248, FORT ROAD, Near AMBER HOTEL, Jaunpur-222001, Uttar Pradesh, Tel.: (5452) 321630 • Katni: 1st Floor, Gurunanak Dharmakanta Jabalpur Road, Bargawan, Katni-483501, Madhya Pradesh, Tel.: (7622) 322104 • Khammam: Shop No. 11-2-31/3, 1st floor, Philips Complex, Balajinagar, Wyra Road, Near Baburao Petrol Bunk, KHAMMAM-507001, Andhra Pradesh, Tel.: (8742) 323972 • Malda: Daxhinapan Abasan Opp Lane of Hotel Kalinga SM Pally Malda-732101, West Bengal, Tel.: (3512) 329951 • Manipal: Basement floor, Academy Tower, Opposite Corporation Bank, Manipal-576104, Tel.: 9243689046 • Mathura: 159/160, Vikas Bazar, Mathura-281001, Uttarpradesh, Tel.: (0565) 3207007 • Moga: Gandhi Road, Opp. Union Bank of India, Moga-142001, Punjab, Tel.: (1636) 310088 • Namakkal: 156A / 1, 1st Floor, Lakshmi Vilas Building, Opp. To District Registrar Office, Trichy Road, Namakkal-637001, Tamil Nadu, Tel.: (4286) 322540 •</p>	<p>Palanpur: Tirupati Plaza, 3rd Floor, T - 11, Opp. Government Quarter, College Road, Palanpur - 385001. Tel.: (02742) 321810/811 • Rae Bareli: 17, Anand Nagar Complex, Rae Bareli-229001, Uttar Pradesh, Tel.: (535) 3203360 • Rajapalayam: No. 59 A/1, Railway Feeder Road, Near Railway Station, Rajapalayam-626117, Tamil Nadu, Tel.: (4563) 327520 • Ratlam: Dafria & Co 18, Ram Bagh Near Scholar's School Ratlam Madhya Pradesh 457001 camslm@camsonline.com 07412 324817 • Ratnagiri: Kohinoor Complex, Near Natya Theatre, Nachane Road, Ratnagiri-415 639, Maharashtra, Tel.: (2352) 322950 • Roorkee: 22, Civil Lines, Ground Floor, Hotel Krish Residency, Roorkee-247667, Uttarakhand, Tel.: (1332) 312386 • Sagar: Opp. Somani Automobiles, Bhagwanganj Sagar-470002, Madhya Pradesh, Tel.: (7582) 326894 • Shahjahanpur: Bijlipura, Near Old Dist. Hospital, Shahjahanpur-242001, Uttar Pradesh, Tel.: (5842) 327901 • Sirsa: Bansal Cinema Market, Beside Overbridge, Next to Nissan Car Showroom, Hissar Road, Sirsa - 125055, Haryana. Tel.: (1666) 327248 • Sitapur: Arya Nagar, Near Arya Kanya School, Sitapur-261001, Uttar Pradesh, Tel.: (5862) 324356 • Solan: 1st Floor, Above Sharma General Store, Near Sanki Rest house, The Mall, Solan-173 212, Himachal Pradesh, Tel.: (1792) 321075 • Srikakulam: Door No. 4-4-96, First Floor, Vijaya Ganapathi Temple Back Side, Nanubala Street, Srikakulam-532001, Tel.: (08942) 650110 • Sultanpur: 967, Civil Lines, Near Pant Stadium, Sultanpur-228001, Uttar Pradesh, Tel.: 9389403149</p>	<p>• Surendranagar: 2 M I Park, Near Commerce College, Wadhwan City Surendranagar-363035, Gujarat, Tel.: (2752) 320233 • Tinsukia: Dhawal Complex, Ground Floor, Durgabari Rangagora Road, Near Dena Bank, Tinsukia-786125, Assam, Tel.: (374) 2336742 • Tuticorin: 4B / A-16, Mangal Mall, Complex Ground Floor, Mani Nagar, Tuticorin-628003, Tamil Nadu, Tel.: (461) 3209960 • Ujjain: 123, 1st Floor, Siddhi Vinayaka Trade Centre, Saheed Park, Ujjain-456010, Madhya Pradesh, Tel.: (734) 3206291 • Yavatmal: Pushpam, Tilakwadi, Opp. Dr. Shrotri Hospital, Yavatmal-445001, Maharashtra, Tel.: (7232) 322780</p> <p><i>In addition to the existing Official Point of Acceptance of transactions, Computer Age Management Services Pvt. Ltd. (CAMS), the Registrar and Transfer Agent of ICI Prudential Mutual Fund, having its office at New No 10, Old No. 178, Opp. to Hotel Palm Grove, MGR Salai (K.H.Road), Chennai - 600 034 shall be an official point of acceptance for electronic transactions received from the Channel Partners with whom ICI Prudential Asset Management Company Limited has entered or may enter into specific arrangements for all financial transactions relating to the units of mutual fund schemes. Additionally, the secure Internet sites operated by CAMS will also be official point of acceptance only for the limited purpose of all channel partners transactions based on agreements entered into between IPMF and such authorized entities.</i></p>
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