



ICICI Prudential Asset Management Company Limited

Corporate Identity Number: U99999DL1993PLC054135

Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi - 110 001.

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Notice-cum-addendum to the Scheme Information Document (SID)/Key Information Memorandum (KIM) of ICICI Prudential Equity Income Fund (the Scheme)

Notice-cum-addendum is hereby given that the Trustee of ICICI Prudential Mutual Fund (the Fund) has approved the change in the exit load structure under the Scheme with effect from June 14, 2017. The exit load structure of the Scheme is revised as follows:

| Scheme Name | Exit Load Structure |
|-------------------------------------|---|
| ICICI Prudential Equity Income Fund | <ol style="list-style-type: none">i. If units purchased or switched in from another scheme of the Fund are redeemed or switched out upto 10% of the units purchased or switched within 1 year from the date of allotment. - Nilii. If units purchased or switched in from another scheme of the Fund are redeemed or switched out more than 10% of the units within 1 Year from the date of allotment. - 1% of applicable NAViii. If units purchased or switched in from another scheme of the Fund are redeemed or switched out after 1 Year from the date of allotment. - Nil |

The revision in exit load shall be applicable on a prospective basis to all the transactions including Lumpsum, Systematic Investment Plan, Systematic Transfer Plan and Systematic Withdrawal Plan where registrations/enrollments have been done on or after the effective date.

All the other provisions of the SID/KIM except as specifically modified herein above remain unchanged.

This Notice-cum-addendum forms an integral part of the SID/KIM of the Schemes, as amended from time to time.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Sd/-

Date : June 13, 2017

Authorised Signatory

No. 013/06/2017

CALL MTNL/BSNL: 1800 222 999 • Others : 1800 200 6666 • Or, apply online at www.icicipruamc.com

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