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 Multiple Yield Fund - Series 4

(A close-ended Income Fund) Offer of Units of Rs.10 per Unit during the New Fund Offer period only.

This Product is suitable for investors who are seeking*:

- Short term savings solution
- A Hybrid fund that seeks to generate income by investing in fixed income securities and aim for capital appreciation by investing in equity and equity related instruments.



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

Plan	New Fund offer opens	New Fund offer closes
1100 Days Plan E	July 08, 2013	July 22, 2013

^{*}The AMC reserves the right to extend the New Fund Offer (NFO) period, subject to the condition that the NFO period including extension, if any, shall not exceed maximum of 15 days in line with SEBI Regulation.

Being a close-ended fund the Plans under the Scheme will not reopen for subscriptions. The Scheme is proposed to be listed on BSE Limited.

: 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 OHH, United Kingdom

Trustee ICICI Prudential Trust Limited - Regd. Office: 12th Floor, Narain Manzil, 23,

Barakhamba Road, New Delhi-110 001.

Investment: ICICI Prudential Asset Management Company Limited

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

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 Multiple Yield Fund - Series 4 - 1100 Days Plan E, 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.

The mutual fund or AMC and its empanelled brokers have not given and shall not give any indicative portfolio and indicative yield in any communication, in any manner whatsoever. Investors are advised not to rely on any communication regarding indicative yield/portfolio with regard to the scheme.

It is to be distinctly understood that the permission given by BSE Limited should not in any way be deemed or construed that the SID has been cleared or approved by BSE Ltd. nor does it certify the correctness or completeness of any of the contents of the SID. The investors are advised to refer to the SID for the full text of the Disclaimer clause of the BSE Limited.

INVESTMENT OBJECTIVE: The primary objective of the Scheme is to seek to generate income by investing in a portfolio of fixed income securities/ debt instruments. The secondary objective of the Scheme is to generate long term capital appreciation by investing a portion of the Scheme's assets in equity and equity related instruments. However, there can be no assurance that the investment objective of the Scheme will be realized.

ASSET ALLOCATION PATTERN: The asset allocation of the Scheme and the credit rating of the instruments will be as follows:

Instrument	Indicative a		Risk Profile
	Maximum	Minimum	High/Med/Low
Debt ^{\$} securities (including government securities)	95	75	Low to medium
Money Market Securities, Cash and Cash Equivalent	20	0	Low to medium
Equity or Equity related securities	25	5	Medium to High

Exposure in ADR/GDR/Foreign Securities can be upto 25% of Net Assets.

Exposure in Derivatives can be upto 25% of Net Assets.

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

- \$If the Scheme decides to invest in securitised debt (Single loan and / or Pool loan Securitized debt), it could be upto 50% of the corpus of the Scheme.
- If the Scheme decides to invest in equity derivatives it could be upto 100% of the allocation to equity. The margin money requirement for the purpose of derivative exposure may be

- held in the form of term deposits. The Scheme shall not take leverage positions and total investments, including investments in equity and other securities and gross exposure to derivatives, if any, shall not exceed net assets under management of the Scheme.
- If the Scheme decides to invest in ADR/GDR/foreign securities it could be upto 100% of the allocation to equity. Investments in ADR/GDR/foreign securities shall be subject to the limits and conditions specified in SEBI Circular dated. September 26, 2007.

The portfolio would be reviewed and rebalanced within 30 days to address any deviations from the aforementioned allocations due to market changes.

The Scheme at all points in time will conform to the minimum equity allocation. However, on account of market conditions and considering the risk reward analysis of investing in equity and taking into consideration the interest of unit holders, the Scheme may invest the uninvested portion of equity allocation (over and above the minimum specified allocation for equity) in highest rated CD of Banks, CBLOs, Repo and Reverse Repo in Government Securities and Cash/Cash equivalent.

As the scheme is close ended, the Scheme will invest in Debt securities maturing on or before the maturity of the Scheme.

Disclosure in terms of SEBI Circular dated August 1, 2011 and SEBI Communication dated September 9, 2011.

Exposure in the following instruments based on % net assets of the Scheme.

Credit Rating Instruments	A1	AA	Not applicable
NCDs	-	80 - 85 %	-
CDs	0 - 5%	-	-
CPs	0 - 5%	-	-
Equity and equity related securities	-	-	15 - 20%

- 1. The Scheme shall endeavour to invest in instruments having credit rating as indicated
- In case instruments/ securities as indicated above are not available, taking into account risk - reward analysis of such instruments/securities, the Scheme may invest in Certificate of Deposits (CDs) of banks having highest ratings/CBLOs/Reverse Repo and Repo in Government Securities/Government securities/T-bills.
- All investment shall be made based on the rating prevalent at the time of investment. In case security is rated by more than one rating agency, the most conservative publicly available rating would be considered.
- The Scheme would not invest in unrated securities.
- Post New Fund Offer period and towards the maturity of the Scheme, there may be higher allocation to cash and cash equivalent.
- In the event of any deviations from the floor and ceiling of credit ratings specified for any instrument, the same shall be rebalanced with 30 days from the date of the said
- Securities with rating A1 and AA shall include A1+ and A1- & AA+ and AA- respectively.
- Further, the allocation may vary during the tenure of the Scheme. Some of the instances are: (i) coupon inflow; (ii) the instrument is called or bought back by the issuer (iii) in anticipation of any adverse credit event. In case of such deviations, the Scheme may invest in Bank CDs of highest rating/ CBLOs /Reverse Repos and Repo in Government Securities/ Government securities/ T Bills.

There would not be any variation from the intended portfolio allocation as stated in the launch Scheme Information Document / Key Information Memorandum on the final allocation, except as specified in point nos. 1, 2, 5, 6 and 8.

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 except in case where the deviation is on account of the conditions stated in point 1, 2 and 8 above.

It may be noted that no prior intimation/indication would be given to investors when the composition/asset allocation pattern under the scheme undergoes changes within the permitted band as indicated above or for changes due to defensive positioning of the portfolio with a view to protect the interest of the unitholders on a temporary basis. The investors/unit holders can ascertain details of portfolio of the Scheme as on the last date of each month on AMC's website at www.icicipruamc.com which is displayed as per SEBI Regulations.

Credit Evaluation Policy for investment in debt securities:

The AMC aims to identify securities, which offer superior levels of yield at lower levels of risks so the Investment process is firmly research oriented. It comprises qualitative as well as quantitative measures. Qualitative factors like management track record, group companies, resource-raising ability, extent of availability of banking lines, internal control systems, etc are evaluated in addition to the business model and industry within which the issuer operates as regards industry/model-specific risks working capital requirements, cash generation, seasonality, regulatory environment, competition, bargaining power, etc. Quantitative factors like debt to equity ratio, Profit and loss statement analysis, balance sheet analysis are taken into consideration.

Macroeconomic call is taken on interest rate direction by careful analysis of various influencing factors like Inflation, Money supply, Private sector borrowing, Government borrowing, Currency market movement, Central Bank policy, Local fiscal and monetary policy, Global interest rate scenario and Market sentiment. Interest rate direction call is supplemented by technical analysis of market and short term influencing factors like trader position, auction/issuance of securities, release of economic numbers, offshore market position, etc. Interest Rate direction call and anticipation of yield curve movement forms the basis of portfolio positioning in duration and spread terms. Credit research is done on a regular basis for corporate having high investment grade rating. Credit research includes internal analysis of rating rationale, and financial statements (annual reports and quarterly earnings statements) of the issuer, for the last 1-3 years evaluating amongst other metrics, relevant ratios of profitability, capital adequacy, gearing, turnover and other inputs from external agencies. On an ongoing basis, the credit analyst keeps track of credit profile of the issuer, possible credit risks reflected in change in outlook of rating agencies, external developments affecting the issuer etc. Internal credit call is a prerequisite for all investments since the investment universe is primarily high-grade credit instruments. Credit research is also used to minimize credit migration risk and for generating relative value trade ideas. Stable to higher rating on maturity vis-à-vis issuance is the guiding factor for investment decisions from credit point of view.

WHERE WILL THE SCHEME INVEST?

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

- Non Convertible Debentures (including Bonds) and non-convertible portion of convertible securities:
- 2) Money Market Instruments permitted by SEBI/RBI;
- 3) Central and State Government Securities;
- 4) Any other domestic fixed income securities as permitted by SEBI / RBI from time to
- Equity and equity related securities including convertible bonds and debentures and warrants carrying the right to obtain equity shares.
- 6) ADRs/GDRs issued by Indian Companies, subject to the guidelines issued by Reserve Bank of India and Securities and Exchange Board of India.
- Derivative instruments like Interest Rate Swaps, Forward Rate Agreements, Stock and Index Futures & Options, Exchange Traded Interest Rate Futures and such other derivative instruments permitted by SEBI/RBI.
- 8) Bank Fixed Deposits and any such instruments as permitted by SEBI and in accordance with the final allocation.

The securities/debt instruments mentioned above could be listed or unlisted, secured or unsecured of varying maturity. The Scheme will not undertake repos in corporate debt securities. If the Scheme decides to invest in equity derivatives it could be upto 100% of the allocation to equity. The margin money requirement for the purpose of derivative exposure may be held in the form of term deposits. The Scheme shall not take leverage positions and total investments, including investments in equity and other securities and gross exposure to derivatives, if any, shall not exceed net assets under management of the Scheme.

Negative list of sectors: In case of Debt allocation under the Scheme, the Scheme will not invest in Companies falling within Gems and Jewellery and Real Estate Sector.

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

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

INVESTMENT STRATEGY:

For Debt Investments: As the Scheme is close ended, the Scheme will invest in a basket of permissible securities maturing on or before maturity of the Scheme. The Scheme will invest in securities with a view to hold them till the maturity of the Scheme. To that effect the Scheme will follow a buy and hold strategy to investment. The AMC aims to identify securities, which offer superior levels of yield at lower levels of risks. With the aim of controlling risks, rigorous in-depth credit evaluation of the securities proposed to be invested in will be carried out by the investment team of the AMC. The credit evaluation includes a study of the operating environment of the company, the past track record as well as the future prospects of the issuer, the short as well as longer-term financial health of the issuer. The AMC will be guided by the ratings of such Rating Agencies as approved by SEBI to carry out the functioning of Rating Agencies

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

For Equity Investments: For the equity portion of the corpus, the AMC intends to invest in stocks, which will be bought, keeping in mind the time horizon of the plan. 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.

Depending on overall portfolio considerations and depending on market conditions, the fund manager may also have allocations to equity derivatives. The derivative portfolio will comprise of futures and options on the Nifty Index and will be actively managed by the fund manager within the overall asset allocation of the fund. The allocation to equity derivatives along with cash equity will be within the overall equity allocation as per the asset allocation of the scheme 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: Investments in the scheme may be affected by trading volumes, settlement periods, fluctuations in interest rates, liquidity risk, credit risk, reinvestment risk, settlement risk, regulatory risk, counter party risk and securitized debt.

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.

Risk & Description specific to Debt

Market 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.

Risk Mitigants/Management Strategy

The fund will invest in a basket of debt and money market securities maturing on or before maturity of the fund with a view to hold them till the maturity of the fund. While the interim NAV will fluctuate in response to changes in interest rates, the final NAV will be more stable. To that extent the interest rate risk will be mitigated at the maturity of the scheme.

Liquidity or Marketability Risk: This refers to the ease with which a security can be sold at or near to its valuation yield-to-maturity (YTM). The 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.

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 analyses 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 has provision for using 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.

Risk & Description specific to Equity Investments

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 authority policies and other political and economic developments which may have an adverse bearing on individual securities, a specific sector or all sectors including equity and debt markets.

Risk Mitigants/Management Strategy

Market risk is a risk which is inherent to an equity scheme. The scheme may use derivatives to limit this risk.

Liquidity risk: The liquidity of the Scheme's investments is inherently restricted by trading volumes in the securities in which it invests.

The fund will be a high risk, high return fund and the time horizon, until the market realizes the true value of the stocks that the fund has invested into, could be longer. As such the liquidity of stocks that the fund invests into could be relatively low. The fund will try to maintain a proper asset-liability match to ensure redemption / Maturity payments are made on time and not affected by illiquidity of the underlying stocks.

Risk & Description specific to Equity Investments

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 analyses 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

Risk Mitigants/Management Strategy

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.

OPTIONS:

Direct Plan - Cumulative Option Direct Plan - Dividend Option Regular Plan - Cumulative Option Regular Plan - Dividend Option

assets, rates and indices.

All the 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. Direct Plan shall be the default Plan. Thus, if the Purchase/ Switch application does not specifically state the details of the plan then the same shall be processed under the Direct Plan if no distributor code is mentioned in the application. Otherwise it shall be processed under the Regular plan. Further, Cumulative Option shall be default option under both the stated plans. Dividend Payout is the only facility available under the Dividend Option.

LIQUIDITY: No redemption/repurchase of units shall be allowed prior to the maturity of the Scheme. Investors wishing to exit may do so, only in demat mode, by selling through BSE Limited or any of the stock exchange(s) where the Scheme will be listed as the Trustee may decide from time to time.

MATURITY: The tenure of the Scheme is as under:

Plan	Tenure of the Plan
Plan E	1100 Days

The Plans will come to an end on the maturity date. If the maturity date falls on a non business day, the immediately following business day will be considered as the maturity date for the Plan. On maturity of the Scheme, the outstanding units shall be redeemed and proceeds will be paid to the unitholder.

The trustees reserve the right to suspend/deactivation/freeze trading, ISIN of the scheme. With respect to closure of the Scheme at the time of maturity, trading of units on stock exchange will automatically get suspended from the effective date mentioned in the notice. The proceeds on maturity will be payable to the persons whose names are appearing in beneficiary position details received from depositories after the suspension/deactivation/freezing of ISIN.

Maturity proceeds would be payable to investors as per the bank details provided in beneficiary position details received from depositories.

Maturity proceeds to NRI investors: NRI investors shall submit Foreign Inward Remittance Certificate (FIRC) along with Broker contract note of the respective broker through whom the transaction was effected, for releasing redemption proceeds on maturity. Redemption proceeds shall not be remitted until the aforesaid documents are submitted and the AMC/Mutual Fund/Registrar shall not be liable for any delay in paying redemption proceeds.

In case of non-submission of the aforesaid documents the AMC reserves the right to deduct the tax at the highest applicable rate without any intimation by AMC/Mutual Fund/Registrar.

The Scheme shall be fully redeemed at the end of the maturity period.

Applicable NAV (for Purchases including Switch-ins): Being a Close-ended Scheme, units of the Scheme can be purchased during NFO period only.

In respect of valid applications received upto the Cut-off time of the last date of the New Fund offer period by the Mutual Fund along with a local cheque or demand draft payable at par at the place where the application is received, the units will be issued. No applications will be accepted after the cut-off time by the Mutual fund.

Applicable NAV (for redemptions including switch outs): Since the scheme is proposed to be listed, interim exits / redemptions will not be allowed in the scheme.

Switch transactions during NFO: Switch into the Scheme: Investors are requested to note that they can submit a switch in request into this scheme only during the NFO period by switching out from any of the existing Fixed Maturity Plans or any other Close Ended Scheme. The switch out transaction will be processed based on the applicable Net Asset Value (NAV) on the date of maturity of such Fixed Maturity Plan or any other Close ended Scheme. The maturity date of such Fixed Maturity Plan or close ended schemes should fall during the New Fund Offer period of the scheme.

For switch-in requests from any open ended scheme received under this Scheme during NFO, switch-out requests from the open ended Scheme will be effected based on the applicable NAV as on the closure date of the NFO of the plan under this Scheme, whereas the switch-in requests under the Scheme will be processed on the date of the allotment of the Units. AMC shall not be liable for losses incurred due to NAV changes, if any, by the investor due to the time lag between switch-outs happening on closure date of the

NFO and the switch-in into the Plans under the Scheme to be processed on the allotment date.

Switch out from the scheme: Investors are requested to note that a facility has been enabled for submitting switch out request 10 calendar days in advance, prior to the maturity date of the scheme. The switch out transaction will be processed based on the applicable Net Asset Value (NAV) on the date of maturity.

This facility is enabled for switch in to any of the New Fund Offers or any open-ended scheme of ICICI Prudential Mutual Fund.

Investors are requested to note that switch out requests once submitted shall not be cancelled at later date. The AMC shall not be liable for any loss due to subsequent movement in NAV.

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

Outstation Cheques/Demand Drafts will not be accepted.

MICR cheques, Transfer cheques and Real Time Gross Settlement (RTGS) will be accepted till the end of business hours upto July 22, 2013.

Switch-in requests from equity and non-equity schemes request will be accepted upto July 22, 2013 till the cutoff time applicable for switches.

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

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.

MINIMUM APPLICATION AMOUNT: Purchase/Switch-ins: Rs. 5,000/- and in multiples of Rs. 10 thereafter.

DESPATCH OF REDEMPTION REQUEST: No redemption/ repurchase of units shall be allowed prior to the maturity of the scheme. Investors wishing to exit may do so by selling their units through stock exchanges. The scheme shall be fully redeemed on the date of maturity and redemption proceeds shall be paid out within 10 business days, subject to availability of all relevant documents and details.

The redemption cheque will be issued in favour of the sole/first Unitholder's registered name and bank account number and will be sent to the registered address of the sole/first holder as indicated in the original Application Form/Benpos file. The redemption cheque will be payable at par at all the places where the Customer Service Centres are located. The bank charges for collection of cheques at all other places will be borne by the Unitholder.

BENCHMARK INDEX:

Plan	Benchmark
1100 Days Plan E	CRISIL MIP Blended Index

DIVIDEND POLICY:

Dividends, if declared, will be paid (subject to deduction of tax at source, if any) to those Unit holders whose names appear in the Register of Unit holders on the record date. In case of Units held in dematerialized mode, the Depositories (NSDL/CDSL) will give the list of demat account holders and the number of Units held by them in electronic form on the Record date to the Registrars and Transfer Agent of the Mutual Fund. Further, the Trustee at its sole discretion may also declare interim dividend. However, it must be distinctly understood that the actual declaration of dividend and the frequency thereof will inter-alia, depend on the availability of distributable profits as computed in accordance with SEBI Regulations. The decision of the Trustee in this regard shall be final. On payment of dividends, the NAV will stand reduced by the amount of dividend and dividend tax (if applicable) paid.

NAME OF THE FUND MANAGERS:

Mr. Rahul Goswami - for Debt portion

Mr. Rajat Chandak - for equity portion

The investments of the Schemes in ADR/GDR and other foreign securities are being handled by Mr. Atul Patel.

NAME OF THE TRUSTEE COMPANY: ICICI Prudential Trust Limited

PERFORMANCE OF THE SCHEME: This Scheme is a new Scheme and 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 June 30, 2009, no entry load will be charged by the Plans under 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: Being a listed Plan, no exit load provisions will be applicable. Investors shall note that the brokerage on sales of the units of the Plans on stock exchange shall be borne by the investor.

Recurring Expenses:

First Rs. 100 crore	Next Rs. 300 crore	Next Rs. 300 crore	Over Rs. 700 crore
2.25%	2.00%	1.75%	1.50%

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.
- (iii) 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 subregulations (2) and (4) of Regulation 52 of the Regulations, not exceeding 0.20 per cent of daily net assets of the scheme.

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

Further, the brokerage and transaction cost incurred for the purpose of execution of trade may be capitalized to the extent of 12 bps and 5 bps for cash market transactions and 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. Commission/ Distribution expenses will not be charged in case of Direct Plan. Total Expense Ratio (TER) of Direct Plan will be lower by at least 10% vis-à-vis Regular Plan. The aforesaid 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 Pvt. Ltd. Unit: ICICI Prudential Mutual Fund New No 10. Old No. 178, Opp. to Hotel Palm Grove, MGR Salai (K.H. Road),	Ms. Kamaljeet Saini – Investor Relations Officer ICICI Prudential Asset Management Company Ltd. 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai - 400 063. Phone: (91)(22) 26852000, Fax: (91)(22) 2686 8313
Chennai - 600 034.	e-mail: enquiry@icicipruamc.com

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

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

In terms of Regulations 59 and SEBI circular no. CIR/IMD/DF/21/2012 dated September 13, 2012, the AMC shall host the half-yearly financial statements of schemes of the Fund on its website and publish a notice in the newspapers regarding the availability of the same. It is hereby notified that wherever the investor(s) has/have provided his/their e-mail address in the application form in any of the folio belonging to the investor(s), the Fund/ Asset Management Company reserves the right to use Electronic Mail (e-mail) as a default mode to send various communication for transactions done by the investor(s).

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

- The existing investors may be charged Rs.100/- as transaction charge per subscription of Rs.10,000/- and above;
- 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.

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.

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.

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.

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.
- 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.
- 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.

Note: The Scheme under this document was approved by the Directors of ICICI Prudential Trust Limited vide resolution passed by circulation dated August 21, 2012.

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

Place : Mumbai
Date : June 24, 2013.

Namesh Shah
Managing Director

ICICI Prudential Mutual Fund Official Points of Acceptance

• 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 (Guiarat) • 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 Ist 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 • 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 Amrapura Sthaan, M.I. Road, Jaipur

302 001, (Rajasthan) • Jamshedpur: Office No. 7, Il Floor, Bharat Business Centre, Holding # 2, Ram Mandir Area, Bistupur, Jamshedpur - 831001, Jharkhand • 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: 4th Floor, Anandlok, Block B, 227, A.J.C Bose Road, 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, 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 Muncipal 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 Jiwandas 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, Noida 201301 • Panjim: Shop No. 6&7, 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 • 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.

Toll Free Numbers: (MTNL/BSNL) 1800222999; (Others) 18002006666 • Website: www.icicipruamc.com

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

• Agartala: Advisor Chowmuhani (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: 402-406, 4th Floor Devpath Building, Off C G Road Behind Lal Bungalow Ellis Bridge, Ahmedabad-380006, Gujarat Tel.: (079) 30082468 • Ajmer: AMC No. 423/30 Near Church Brahampuri, Opp. TB 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, Gulsham Tower, 2nd Floor Near Panchsheel Talkies, Amaravati-444601, 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 Ushaqram, 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, Ist 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 • Balasore: B. C. Sen Road, Balasore-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, Ist Floor, Near 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 HDEC Bank, Link Boad, 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: 209, Khichariya Complex, Opp. IDBI Bank, Nehru Nagar Square, Bhilai-490020, Chhattisgarh Tel.: (0788) 4050560 4050560 • Bhilwara: Indraparstha 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, Adelade 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, GT Road, Basement of Talk of the Town, Burdwan-713101, West Bengal Tel.: (0342) 3207077, 2568584 • Calicut: 29/97G, 2nd Floor, Gulf Air Building, Mayoor 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: (OMR) Ground Floor, 148, Old Mahabalipuram Road, Okkiyam, Thuraipakkam, Chennai-600097, Tamil Nadu, Tel.: (44) 30407144 • 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), 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-713216, 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, Ist Floor, Akkamahadevi Samaj Complex, Church Road, P.J. Extension, Devengere-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, Ist Floor, Nehru Ground, Behind Anupam Sweet House, NIT, Faridhabad-121001, Haryana, Tel.: (0129) 3241148, 2410098 Ghaziabad: 113/6, Ist 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 • Gorakhpur: Shop No. 3 Second Floor, The Mall Cross Road, A.D. Chowk, Bank Road, Gorakhpur-273001, Uttarpradesh, Tel.: (0551) 3294771, 2344065 • Guntur: Door No. 5-38-445/1, 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, Rehabari, 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 Weekender M G Road, Panaji (Goa), Goa-403001 Tel.: (0832) 3251755 3251640 • Hazaribag: Municipal Market, Annanda Chowk, Hazaribagh-825301, Jharkhand, Tel.: (6546) 320250, 223959 • Hisar: 12, Opp. Bank of Baroda, Red Square Market, Hisar-125001, Haryana 125001, Tel.: (1662) 329580, 283100 • 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, 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 Puniab, Tel.: (0181) 2222882, 2222882 • Jalna: Shop No 6, Ground Floor, Anand Plaza Complex, Bharat Nagar, Shivaji Putla Road, Jalna - 431 203 (Maharashtra) • Jalgaon: Rustomii 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 • Jodhpur: 1/5, Nirmal Tower, Ist Chopasani Road, Jodhpur-342003, Rajasthan Tel.: (0291) 3251357, 2628039 • 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 • 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: Ist 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 Sathya 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: KMCIX / 1331 A Opp. Malayala Manorama Railway Station Road, Thekkummoottil, Kottayam-686001, Kerala, Tel.: (0481) 3207011, 2302763 • Kumbakonam: Jailani Complex 47, Mutt Street, Kumbakonam-612001, Tamil Nadu, Tel.: (435) 3200911, 2403747 • Kurnool: H.No.43/8, Upstairs Uppini Arcade, NR 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: 1st 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: Rajabahadur 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 (Parent TP: Anand TP): 8, Ravi Kiran Complex, Ground Floor, Nanakumbhnath Road, Nadiad-387001, Gujarat • Nagpur: 145 Lendra, New Ramdaspeth, 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 • Nellore: 97/56, I Floor Immadisetty Towers Ranganayakulapet Road, Santhapet, Nellore 524001, Andhra Pradesh, Tel.: (0861) 3298154, 3201042 2302398 • Navsari: Dinesh Vasani & Associates, 103 Harekrishna Complex, above IDBI Bank, Near Vasant Talkies, Chimnabai Road, Navasari-396445, Gujarat, Tel.: (02637) 327709, 248745, 248744 • 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, 2229633 • 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, Ist Floor, Opp. Abhishek Hotel, Mehandale 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 Baruvari Street, T. Nagar,

Rajahmundry-533101, Andhra Pradesh, Tel.: (0883) 3251357, 6665531 • Rajkot: Office 207 - 210, Everest Building, Harihar Chowk, Opp. Shastri Maidan, Limda Chowk, Raikot-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. Hathi 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, Hakimpara, 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. Dhirai 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 • **′amuna Nagar** 124-B/R Model Town Yamunanagar Yamuna Nagar - 135001, Haryana, Tel.: (1732) 316770, 225339.

TP Lite Centres

Ahmednagar: 203-A, Mutha Chambers, Old Vasant Talkies, Market Yard Road, Ahmednagar-414001, Maharashtra, Tel.: (241) 3204221 • Basti: Office No. 3, 1st 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: Plot No. 261, 1st Floor, Sector 1A, Om Mandap Galli, Gandhidham-370201, Gujarat, Tel.: (2836) 313031 • Gulbarga: Pal Complex, Ist 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 • Hosur: Shop No.8, J. D. Plaza, OPP. TNEB Office. Royakotta Road. Hosur-635109, Tamil Nadu, Tel.: (04344) 321002 • 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: Trade Centre, 2nd Floor, Syndicate Circle, Starting Point, Manipal-576104, Karnataka, (0820) 3255827 • 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 • 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 camsrlm@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 5-6-2, Punyapu Street Palakonda Road, Near Krishna Park Srikakulam-532001, Andhra Pradesh, Tel.: (8942) 321900, 321901 • Sultanpur: 967, Civil Lines, Near Pant Stadium, Sultanpur-228001, Uttar Pradesh, Tel.: 9389403149 • 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 Vinavaka Trade Centre, Saheed Park, Uijain-456010, Madhya Pradesh, Tel.: (734) 3206291 • Yavatmal: Pushpam, Tilakwadi, Opp. Dr. Shrotri Hospital, Yavatmal-445001, Maharashtra, Tel.: (7232) 322780

In addition to the existing Official Point of Acceptance of transactions, Computer Age Management Services Pvt. Ltd. (CAMS), the Registrar and Transfer Agent of ICICI 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 ICICI 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.



ICICI Prudential Multiple Yield Fund -Series 4 - 1100 Days Plan E

New Fund Offer Opens on July 08, 2013 New Fund Offer Closes on

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INSTRUCTIONS TO INVESTORS

I. GENERAL INSTRUCTIONS

- a) The application form is for Resident Investors/NRIs/FIIs and should be completed in English in BLOCK
- b) The signature(s) should be in English or in any of the Indian languages specified in the eighth schedule of the constitution of India. 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 HUF, the Karta should sign on behalf of the HUF. In case of HUF investments done through Power of Attorney, all the members of the HUF will have to sign the Power of Attorney.
- c) 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.
- d) 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.
- e) 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

- Name and address must be given in full (P.O. Box Address is not sufficient). In case of NRI/ PIO/FII investors, an overseas address must be provided.
- Name of guardian must be mentioned if the investments are being made on behalf of a minor. Date of Birth is mandatory in case of minor.

Investments of the existing minor investor on minor attaining majority: Upon attaining majority, a minor has to write to the fund, giving his specimen signature duly authenticated by his banker as well his new bank mandate, PAN details, in order to facilitate the Fund to update its records and permit the erstwhile minor to operate the account in his own right.

- Guardian in the folio(s) on behalf of the minor should either be a natural guardian (i.e. father or mother) or a court appointed legal guardian.
- 4. The information on the relationship/status of the guardian as father, mother or legal guardian will be mandatory.
- In case of natural guardian, the documents evidencing the relationship will have to be submitted (if the same is not available as part of the documents submitted for proof of DOB).
- In case of court appointed legal guardian- a notorised photo copy of the court order should be submitted alongwith the application.
- Date of birth of the minor along with photocopies of supporting documents as enumerated below shall be mandatory while opening the account on behalf of minor.
 - i) Birth certificate of the minor, or
 - ii) School leaving certificate / Mark sheet issued by Higher Secondary Board of respective states, ICSE, CBSE etc., or
 - iii) Passport of the minor, or
- iv) Any other suitable proof evidencing the date of birth of the minor.
- 8. In case of an application under Power of Attorney 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 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 alongwith signature is produced along with the POA.

- 9. PAN is mandatory: As per SEBI Circular MRD/Dop/Cir/-05/2007 dated May 10, 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. August 13, 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.
- 10. Applicants should indicate their status by ticking the appropriate 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."
- 11. 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, dividend/redemption/refund warrants and any other correspondence sent from time to time.

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 IIAMRP/MF/CIR/07/826/98 dated April 15, 1998. Applications without this information will be deemed to be incomplete. Please quote 9 Digit MICR Code No. of your Bank and Branch corresponding to Bank Account details. (This number appears on every leaf of your cheque book after your cheque number). Please attach a blank "cancelled" Cheque or a clear photocopy of a cheque issued by your bank verifying of the Code Number. The AMC reserves the right to make dividend/redemption payments through ECS/NFT/RTGS where details are available.

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.

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

Minimum Application Amount: Rs. 5,000/- and in multiples of Rs. 10 thereafter.

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 Schemes should indicate the Scheme/Plan name in the application form as "Scheme Name – Direct Plan" for e.g. "ICICI Prudential Multiple Yield Fund - Series 4 - 1100 Days Plan E – 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.

OPTIONS:

Direct Plan - Cumulative Option
Direct Plan - Dividend Option
Regular Plan - Cumulative Option
Regular Plan - Dividend Option

All the 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. Direct Plan shall be the default Plan. Thus, if the Purchase/ Switch application does not specifically state the details of the plan then the same shall be processed under the Direct Plan if no distributor code is mentioned in the application. Otherwise it shall be processed under the Regular plan. Further, Cumulative Option shall be default option under both the stated plans. Dividend Payout is the only facility available under the Dividend Option.

The Trustee reserves the right to declare dividends under 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.

V. MODE OF PAYMENT

- a) The cheque should be drawn in favour of "ICICI Prudential Multiple Yield Fund Series 4 1100 Days Plan E" 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, Transfer cheques and Real Time Gross Settlement (RTGS) will be accepted till the end of business hours upto July 22, 2013.

Switch-in requests from equity and non-equity schemes request will be accepted upto July 22, 2013 till the cutoff time applicable for switches.

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

 d) Payments by Stockinvest, Money Order, Cash, Postal Order and Post-dated Cheques 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.

NRI/FII/PIO Investors

- 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.
- Non Repatriation basis: NRIs or Persons of Indian origin residing abroad investing on a nonrepatriable 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.
- 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.

VI. 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.
- 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.
- Transfer of units in favour of a Nominee shall be valid discharge by the Asset Management Company (AMC) against the legal heir.
- The cancellation of nomination can be made only by those individuals who hold units on their own behalf, singly or jointly and who made the original nomination and the request has to signed by all the holders
- On cancellation of the nomination, the nomination shall stand withdrawn and the AMC shall not be under any obligation to transfer the units in favour of the Nominee.
- 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.
- 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.

VII. 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 in any of the specified banks. However, the Fund reserves the right to issue a payment instrument in place of this electronic payment facility, and will not be responsible for any delay on the part of the bank for executing the direct credit. The AMC may alter the list of the banks participating in direct credit arrangement from time to time / withdraw direct credit facility from the banks, based on its experience of dealing with any of these banks or add / withdraw the name of the bank with which the direct credit facility arrangements can be introduced/ discontinued, as the case may be.

VIII. 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 communicated his // her e-mail addressAccount statements and other mandatory communications will be sent via email, by default, to investors unless specified otherwise. 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.

- IX. 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:
- Investment made through instruments issued from an account other than that of the beneficiary investor,
- (ii) in case the investment is made from a joint bank account, the first holder of the mutual fund folio is not one of the joint holders of the bank account from which payment is made.

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

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

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

- (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/unitholder 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.

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

1st January 2012, all the new investors are therefore requested to use the Common KYC application form to apply for KYC and mandatorily undergo In Person Verification (IPV) requirements with SEBI registered intermediaries. For Common KYC Application Form please visit our website www.icicipruamc.com.

XI. DEMAT/NON-DEMAT MODE:

1) Investors can hold units in Dematerialized (Demat)/Non-Demat mode. In case the investor has not provided his / her Demat account details or the details of DP ID / BO ID provided by the investor is incorrect, or Demat account is not activated or not in an active status, the units would be allotted in Non-Demat mode. 2) 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. 3) 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. 4) 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.

Option to hold Units in dematerialized (demat) form

Investors have the option to hold the units in demat form . Please tick the relevant option of Yes/No for opting/not opting units in demat form. If no option is excercised, "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.

The investors shall note that for holding the units in demat form, the provisions laid in the Scheme Information Document (SID) of respective Scheme and guidelines/procedural requirements as laid by the Depositories (NSDL/CDSL) shall be applicable.

In case the unit holder wishes to convert the units held in non-demat mode to demat mode or vice versa at a later date, such request along with the necessary form should be submitted to their Depository Participant(s).

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

XII. TRANSACTION CHARGES

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

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

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

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

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

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

Transaction Charges shall not be deducted if:

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

XIII. EMPLOYEE UNIQUE IDENTIFICATION NUMBER (EUIN): Investors procuring advisory services from non Individual distributors are requested to note that EUIN would assist in tackling the problem of misselling even if the employee/relationship manager/sales person leave the employment of the distributor. Distributors are advised to ensure that the sub broker affixes his/her ARN code in the column separately provided in addition to the current practice of affixing the internal code issued by the main ARN holder and the EUIN of the Sales Person (if any) in the EUIN space.

Investors are requested to note that EUIN is applicable for transactions such as Purchases, Switches, Registrations of SIP/STP/Trigger/Dividend Transfer Plan and EUIN 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 EUIN is largely applicable to sales persons of non individual ARN holders (whether acting in the capacity of the main distributor or sub broker). Further, EUIN will not be applicable for overseas distributors who comply with the requirements as per AMFI circular CIR/ ARN-14/12-13 dated July 13, 2012.

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

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

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

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

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

PICICI PRUDENTIAL MUTUAL FUND

Rs. (in figures)

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.

ICICI Prudential Multiple Yield Fund - Series 4 - 1100 Days Plan E

New Fund Offer Opens on: July 08, 2013

New Fund Offer Closes on: July 22, 2013

Date:

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Rupees (in words)

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:

- Investor can hold units in demat/non-demant mode. In case investor did not provide demat account details or details of DP ID/BO ID, provided by the investor, is incorrect or demat account is not activated or not in active status, the units would be allotted in non-demat mode.
- 2. The investor can dematerialize his/her holdings in non demat mode. Similarly, investor can rematerialize holdings in demat mode. All expenses in connection with conversion from demat to remat mode or remat to demat mode will have to be incurred by the investors.
- 3. Allotment letters would be sent to investors who are allotted units in demat mode and Statement of Accounts would be sent to investors who are allotted units in non demat mode.
- 11) SCSB means Self Certified Syndicate Bank registered with the SEBI, which offers the facility of ASBA. The current list of SCSBs as available on SEBI website is as follows:
 - 1. Axis Bank Ltd 2. State Bank of Hyderabad 3. Corporation Bank 4. State Bank of Travencore 5. IDBI Bank Ltd. 6. State Bank of Bikaner and Jaipur 7. YES Bank Ltd. 8. Punjab National Bank 9. Deutsche Bank 10. Union Bank of India 11. HDFC Bank Ltd. 12. Bank of Baroda 13. ICICI Bank Ltd 14. Vijaya Bank 15. Bank of Maharashtra 16. State Bank of India 17. Andhra Bank 18. HSBC Ltd. 19. Kotak Mahindra Bank Ltd. 20. Bank of India 21. CITI Bank 22. IndusInd Bank 23. Allahabad Bank 24. Karur Vysya Bank Ltd. 25. The Federal Bank 26. Indian Bank 27. Central Bank of India 28. Oriental Bank of Commerce 29. Standard Chartered Bank 30. J P Morgan Chase Bank, N.A. 31. Nutan Nagarik Sahakari Bank Ltd. 32. UCO Bank 33. Canara Bank 34. United Bank of India.
- 12) The investor is required to submit a copy of the acknowlegement receipt of the ASBA Form (as submitted with SCSB) along with the NFO application form to be furnished to ICICI Prudential Mutual Fund.