COMMISSION STRUCTURE - 1st July to 31st July 2015
Advisory 3

ICICI PRUDENTIAL ASSET MANAGEMENT

Private & Confidential - Only for distributors	Exit Load	Clawback period ^	Across all cities (T15 & B15)			T15 Cities	Additional Payout for B15 Business$		B15 Cities
				TRAIL					
SCHEME NAME			Upfront / Commission on Sales (A)	1st year (B)	2nd year onwards	Total 1st year (C) = (A+B)	Upfront / Commission on Sales (D)	Trail 1st year only (E)	Total 1st year (C+D+E)
Balanced Fund, Select Large Cap Fund, Top 100 Fund, Dynamic Plan, Banking & Financial Services Fund, Infrastructure Fund, Midcap Fund	1 year	1 year	0.75%	0.75%	0.75%	1.50%	1.50%	Nil	3.00%
Balanced Advantage Fund, Global Stable Equity Fund	18 months		0.75%	0.75%	0.75%	1.50%	1.50%	Nil	3.00%
Focused Bluechip Equity Fund, Value Discovery Fund, US Bluechip Equity Fund, Technology Fund, Dividend Yield Equity Fund	1 year	1 year	0.75%	0.75%	0.75%	1.50%	1.50%	Nil	3.00%
FMCG Fund, Exports and Other Services Industries Fund, Top 200, Indo Asia Fund			0.75%	0.75%	0.75%	1.50%	Nil	Nil	1.50%
Tax Plan	3 yr lock in	Nil	0.50%	0.90%	0.90%	1.40%	1.50%	Nil	2.90%
Child Care Plan - Gift Plan	3 years	1 year	0.50%	0.90%	0.90%	1.40%	1.75%	Nil	3.15%
Equity Income Fund	1 year		0.75%	0.50%	0.50%	1.25%	1.50%	Nil	2.75%
Regular Income Fund			0.45%	0.65%	0.65%	1.10%	Nil	Nil	1.10%
Regular Saving Fund			0.40%	0.70%	0.70%	1.10%	0.50%	Nil	1.60%
Corporate Bond Fund			0.35%	0.75%	0.75%	1.10%	Nil	Nil	1.10%
Income Plan			0.40%	0.70%	0.70%	1.10%	Nil	Nil	1.10%
Monthly Income Plan			0.40%	0.70%	0.70%	1.10%	Nil	Nil	1.10%
MIP 25	3 years		0.40%	0.70%	0.70%	1.10%	1.50%	Nil	2.60%
Child Care Plan - Study			0.50%	0.75%	0.75%	1.25%	Nil	Nil	1.25%
Long Term Plan	1 month	Nil	Nil	0.70%	0.70%	0.70%	Nil	Nil	0.70%
Short Term Plan	3 months		Nil	0.65%	0.65%	0.65%	Nil	Nil	0.65%
Dynamic Bond fund	Nil		Nil	0.60%	0.60%	0.60%	Nil	Nil	0.60%
Income Opportunities Fund	1 year		Nil	0.40%	0.40%	0.40%	Nil	Nil	0.40%
Equity - Arbitrage Fund	1 month		Nil	0.40%	0.30%	0.40%	Nil	Nil	0.40%
Regular Gold Savings Fund	15 months	1 year	0.35%	0.40%	0.40%	0.75%	Nil	Nil	0.75%
Nifty Junior Index Fund	7 Days	Nil	Nil	0.40%	0.40%	0.40%	Nil	Nil	0.40%
Index Fund			Nil	0.30%	0.30%	0.30%	Nil	Nil	0.30%
Long Term Gilt Fund	Nil		Nil	0.60%	0.60%	0.60%	Nil	Nil	0.60%
Short Term Gilt Fund	Nil		Nil	0.40%	0.40%	0.40%	Nil	Nil	0.40%
Gilt Treasury Plan - PF Option	Nil		Nil	0.40%	0.40%	0.40%	Nil	Nil	0.40%
Gilt Investment Plan - PF Option	Nil		Nil	0.25%	0.15%	0.25%	Nil	Nil	0.25%
Banking & PSU Debt Fund	1 month		Nil	0.30%	0.25%	0.30%	Nil	Nil	0.30%
Constant Maturity Gilt Fund	7 Days		Nil	0.25%	0.25%	0.25%	Nil	Nil	0.25%
Ultra Short Term Plan	Nil		Nil	0.25%	0.20%	0.25%	Nil	Nil	0.25%
Savings Fund	Nil		Nil	0.80%	0.50%	0.80%	Nil	Nil	0.80%
Flexible Income Plan			Nil	0.05%	0.05%	0.05%	Nil	Nil	0.05%
Liquid Plan, Money Market Fund			Nil	0.025%	0.025%	0.025%	Nil	Nil	0.025%

SIP-STP Applications for Equity schemes except Tax Plan & Child Care Plan Gift Plan - Brokerage mentioned in attached annexure. SIP/STP registered at B 15 Location will get respective additional payout on per installment basis. Subject to revision on prospective basis.

SIP-STP Applications for Tax Plan, Child Care Plan Gift Plan & Other Schemes - "Upfront / Commission on Sales" & "Trail" brokerage would be same as normal purchase application. SIP/STP registered at B 15 Location will get respective additional payout on per installment basis. Subject to revision on prospective basis.

For all Switches - "Upfront / Commission on Sales" and / or Trail brokerage would be as normal purchase application (excluding switch between plans / options)

Any "Upfront / Commission on Sales" brokerage paid on mobilization through dividend transfer into a scheme are subject to claw back as applicable to "Upfront / Commission on Sales" brokerage paid on mobilization through normal lumpsum purchase

^ "Upfront / Commission on Sales" is subject to proportionate claw back incase of outflows (Redemption, Switch (including between plans / options), Systematic withdrawal plan) with in the stated period from the date of investments. Stated period for All above schemes are mentioned in "Clawback Period" column.

$ "Additional payout for B-15 Business" will be completely clawed back / recovered from future brokerage payments in case the investment is redeemed / Switched Out / Systematically Transferred within 1 year from date of investment.

"B – 15" cities are cities other than Mumbai (including Thane & Navi Mumbai), Delhi (including NCR), Bangalore, Kolkata, Chennai, Pune, Ahmedabad, Hyderabad (including Secundrabad), Baroda, Panajim, Jaipur, Lucknow, Surat, Kanpur and Chandigarh collectively referred to as "T – 15" cities. NRI investments will be considered as T-15 investments for the purpose of brokerage payment

Disclaimer: 1) The Brokerage / incentive given above is gross of any taxes/charges/levy and the same will be deducted at the time of payment of incentive as per prevailing rules. 2) The Brokerage structure mentioned hereinabove is solely payable to all AMFI / NISM certified IFAs of ICICI Prudential Asset Management Company Ltd. (IPAMC) and can be changed by IPAMC at its sole discretion without any prior intimation or notification. IPAMC shall not be responsible for any losses incurred by any one due to change in the Brokerage/Incentive structure. Brokerage/incentive will be subject to clawback provisions, if applicable. 3) All IFAs should abide by the code of conduct and rules/regulations laid down by SEBI and AMFI. Also, it is specifically mentioned that the Agents/Distributors will neither pass on or rebate Brokerage/Incentive back to investors nor tempt them with rebate/gifts. IPAMC will take disciplinary action against any IFAs who is found violating the rules, regulations and Code of conduct. 4) The aforesaid incentive is for genuine business mobilization and any misuse of this will tantamount to forfeiting of the incentive/rewards & hence you are advised to abide by the code of conduct and/or rules / regulations laid down by SEBI and AMFI. 5) IPAMC reserves the right to suspend the brokerage/incentive payable, if it is brought to our notice that higher incentive is offered to sub-brokers or have violated the code of conduct and / or rules / regulations laid down by SEBI and AMFI. 6) The IFAs shall disclose all commissions (in the form of trail commission or any other mode) payable to them for the different competing Schemes of various Mutual Funds from amongst which the Scheme is being recommended to the investor. 7) The decision of IPAMC in all matters pertaining to the incentives will be final and binding in all respects on the participants. 8) The transactions will be subject to terms and conditions as mentioned in the Scheme Information Document (SID) & Statement of Additional Information (SAI) and shall be binding on all participants. 9) 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. 10) Your acceptance of this communication and further receipt of consideration upon collection will be deemed to be acceptance of the above terms.

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

SIP-STP Incentive Drive - ADVISORY 3
(Base Brokerage - 0.75% Upfront & 0.75% Trail 1st year onwards)
Period: 1st July to 31st July 2015

ICICI PRUDENTIAL MUTUAL FUND
TARAKKI KAREIN!

SCHEMES LIST:
ICICI Prudential Dynamic Plan, ICICI Prudential Focused Bluechip Equity Fund, ICICI Prudential Value Discovery Fund, ICICI Prudential Global Stable Equity Fund, ICICI Prudential Infrastructure Fund, ICICI Prudential Midcap Fund, ICICI Prudential Exports and Other Services Industries Fund, ICICI Prudential Banking & Financial Services Fund, ICICI Prudential Balanced Fund, ICICI Prudential FMCG Fund, ICICI Prudential Technology Fund, ICICI Prudential Top 200 Fund, ICICI Prudential Top 100 Fund, ICICI Prudential Balanced Advantage Fund, ICICI Prudential US Bluechip Equity Fund, ICICI Prudential Select Large Cap Fund, ICICI Prudential Indo Asia Fund & ICICI Prudential Dividend Yield Fund.

(A)

SIP/STP Application	Single Installment Amount (Rs.)	Registered Number of installments "12 to 35"	Registered Number of installments "36 & above"
Normal	less than 2,000	Nil*	Nil*
	Rs.2,000 to Rs.10,000	0.10% per installment*	(B)$
	Rs.10,001 to Rs.5,00,000	0.10% per installment*	0.10% per installment*
Top-up	Rs.1,000 to Rs.10,000	0.10% per installment*	(B)$
	Rs.10,001 to Rs.5,00,000	0.10% per installment*	0.10% per installment*

* Additional Incentive over an above Base Brokerage (0.75% Upfront & 0.75% Trail 1st year onwards)
$ Applicable Base Brokerage - Nil Upfront & 0.75% Trail 1st year onwards

(B)

SIP-STP Registered Number of installments "36 & above"	SIP/STP Single Installment Amount (Rs.)				
Advance Payout for 1st to 36th instllment	Rs.1000 to Rs.1999	Rs.2000 to Rs.3999	Rs.4000 to Rs.5999	Rs.6000 to Rs.7999	Rs.8000 to Rs.10000
Normal	0.75%#	Rs.550	Rs.1,100	Rs.1,600	Rs.2,150
Top-up	Rs.300	Rs.600	Rs.1,200	Rs.1,800	Rs.2,450
37th Installments & above	0.75%#	0.85%#			

will be paid per installment after receipt of SIP-STP installment

NOTE: FOR SIP/STP REGISTERD FOR < 12 INSTALLMENTS, ONLY BASE BROKERAGE IS APPLICABLE.
FOR SIP/STP INSTALLMENT AMOUNT > 5,00,000, ONLY BASE BROKERAGE IS APPLICABLE.
FOR WEEKLY STP - 0.10% PER INSTALLMENT ADDITIONAL INCENTIVE WOULD BE APPLICABLE OVER AN ABOVE BASE BROKERAGE [Point (B) is not applicable]

Terms & Conditions

1. The Brokerage / incentive given above is gross of any taxes/charges/levy and the same will be deducted at the time of payment of incentive as per prevailing rules.
2. Brokerage / Incentive structure is applicable during contest Period only and will be paid within Three months after the allotment of Units and along with the normal brokerage cycle.
3. Above incentive structure is applicable only for Weekly & Monthly installments.
4. In all the below cases total incentive paid will be deducted proportionately from future brokerage:
   a. Payment Default or termination of SIP-STP due to any reason.
   b. Discontinuation / Cancellation of SIP-STP by customer.
5. SIP/STP registered at B 15 Location will get respective additional payout on per installment basis. Subject to revision on prospective basis.
6. "Upfront" is paid in advance for the entire stated period. Upfront, is subject to proportionate claw back incase of outflows (Redemption, Switch (including between plans / options), Systematic withdrawal plan) within 12 months from the date of investments.
7. "B – 15" cities are cities other than Mumbai (including Thane & Navi Mumbai), Delhi (including NCR), Bangalore, Kolkata, Chennai, Pune, Ahmedabad, Hyderabad (including Secunderabad), Baroda, Panjim, Jaipur, Lucknow, Surat, Kanpur and Chandigarh collectively referred to as "T – 15" cities. NRI business shall also considered as T 15 business
8. "Additional payout for B-15 Business" will be completely clawed back / recovered from future Trail payments in case the investment is redeemed / Switched Out / Systematically Transferred within 1 year from date of investment.
9. The Incentive structure mentioned hereinabove is solely payable to all AMFI/NISM certified IFAs of ICICI Prudential Asset Management Company Ltd. (IPAMC). Additional expenses for mobilisation from such cities as specified by Securities and Exchange Board of India (SEBI) is subject to claw back if redeemed within one year from the date of investment. Terms and conditions of this contest including the Brokerage/Incentive structure are subject to change by IPAMC at its sole discretion without any prior intimation or notification. IPAMC shall not be responsible for any losses incurred by any one due to change in the Brokerage/Incentive structure
10. All IFAs should abide by the code of conduct and rules/regulations laid down by SEBI and AMFI. Also, it is specifically mentioned that the Agents/Distributors will neither pass on or rebate Brokerage/Incentive back to investors nor tempt them with rebate/gifts. IPAMC will take disciplinary action against any IFAs who is found violating the rules, regulations and Code of conduct.
11. The aforesaid incentive is for genuine business mobilization and any misuse of this will tantamount to forfeiting of the incentive & hence you are advised to abide by the code of conduct and/or rules / regulations laid down by SEBI and AMFI.
12. IPAMC reserves the right to suspend the incentive payable, if it is brought to our notice that higher incentive is offered to sub-brokers or have violated the code of conduct and / or rules / regulations laid down by SEBI and AMFI.
13. The decision of IPAMC in all matters pertaining to the incentives will be final and binding in all respects.
14. The transactions will be subject to terms and conditions as mentioned in the Scheme Information Document (SID) & Statement of Additional Information (SAI) and shall be binding on all participants
15. The distributor shall disclose all commissions (in the form of trail commission or any other mode) payable to them for the different competing Schemes of various Mutual Funds from amongst which the Scheme is being recommended to the investor

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