



Investment Manager: ICICI Prudential Asset Management Company Limited  
 Regd. Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001.  
 Corporate Office: 3rd Floor, Hallmark Business Plaza, Sant Dyaneshwar Marg, Bandra (East), Mumbai - 400 051, Tel: (91) (022) 26428000,  
 Fax: (022) 2655 4165. **Central Service Office:** 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Goregaon (East), Mumbai 400 063.  
 Tel: (91) (22) 26852000, Fax: (91)(22) 2686 8313.

## Mandate Registration Form (SMS to Invest Facility)

Please tick (✓)  Registration  Cancellation  Change in Mobile Number Date: 

D	D	M	M	Y	Y
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As an investor(s) of ICICI Prudential Mutual Fund, I/we hereby agree to register this Mobile Number for SMS to Invest Facility & I/we accept all the terms & conditions mentioned overleaf.

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

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

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

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

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

Existing Investor (Please tick and fill the folio number here ➡) 

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 This facility is only available for resident Indian individuals.

Mobile Number: 

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 Do not add any prefix numbers (e.g. "0" or "91" etc.) before your mobile number. This mobile number will overwrite any existing mobile number in our records. Only one folio can be mapped against a respective mobile number for this facility.

Name of the First Holder: 

Mr	Ms	M/s																							
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### Default Scheme-I [Refer to Terms & Conditions - Process Flow for SMS to Invest Facility Point (e) for Details]

Name of the Default Scheme: **ICICI Prudential** Plan: \_\_\_\_\_

OPTION:  Growth/Cumulative OR  Dividend SUB-OPTION:  Dividend Reinvestment OR  Dividend Payout

Dividend Frequencies:  Daily  Weekly  Fortnightly  Monthly  Quarterly  Half Yearly  Annual  Dividend Others

**YOUR CONFIRMATION/DECLARATION:** I/We hereby declare that I/We do not have any existing Micro SIPs which together with the current application will result in a total investments exceeding Rs.50,000 in a year. I/We have read and understood the contents of the terms & conditions for SMS to Invest Facility overleaf and agree to abide by the same.

### SIGNATURE(S) OF THE HOLDER(S) (as per ICICI Prudential Mutual Fund records) - Mandatory

SIGNATURE OF SOLE/FIRST APPLICANT	SIGNATURE OF SECOND APPLICANT	SIGNATURE OF THIRD APPLICANT
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To  
The Bank Manager,

Bank

Registration  Cancellation

Star Date: 

D	D	M	M	Y	Y
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**Authorisation of the Bank Account Holder:** This is to inform that I/We have registered for RBI's Electronic Clearing Service (Debit Clearing) and that my/our payment towards my/our investment in ICICI Prudential Mutual Fund shall be made from my/our below mentioned bank account with your bank. I/We authorise the representative carrying this ECS mandate Form to get it verified & executed. Mandate verification charges if any, may be charged to my / our account.

### PARTICULARS OF BANK ACCOUNT Mandatory information - If left blank the application is liable to be rejected.

Account Type  Current  Savings

Name of Bank: \_\_\_\_\_ Account Number: 

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Branch Details: 

BRANCH NAME	BRANCH CITY
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9 Digit MICR code: 

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 11 Digit IFSC Code: 

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Purchase Transaction Amount not to exceed [Tick (✓) any one]  Rs. 10,000/-  Rs. 50,000/-  Rs. 1,00,000/-  Rs. 1,99,900/-

(Please attach a cancelled cheque copy of the bank details provided above)

ECS Mandate Registration END Date: 31st DEC 2099

**Investors shall have sufficient funds before executing the purchase or additional purchase transactions. In case the funds are not received due to insufficient balances in their account, ICICI PRUDENTIAL AMC has the right to discontinue the facility to the investor and ICICI PRUDENTIAL AMC or its Service Provider are not liable for any losses to investor.**

I/We have read and understood the contents of the Scheme Information Document(s) and Statement of Additional Information. I/We have also read and understood the terms & conditions of enrolment for registration of SMS to Invest Facility and ECS (Debit Clearing) / Direct Debit/Standing Instruction and agree to abide by the same. I/We hereby declare that the particulars given above are correct and express my willingness to make payments referred above through participation in ECS (Debit Clearing) / Direct Debit/Standing Instruction. I/We have registered for the ECS (Debit Clearing) / Direct Debit/Standing Instruction facility for my / our payments to ICICI Prudential AMC by debit to our above mentioned bank account and agree to abide by the terms and conditions of the same. For this purpose, I/We authorize the representative (Authorised Service Provider for ICICI Prudential AMC) carrying this Mandate Form to get it verified & executed and to raise a debit on our above-mentioned account with the branch of the Bank as stated above (The bank with whom such account is maintained shall hereinafter be referred to as the "Bank"). I/We hereby authorize the Bank to honour all such requests received through the Service Provider to debit my / our Account with the amount requested, for due remittance of the proceeds to ICICI Prudential AMC. I/We shall not dispute or challenge any debit, raised under this mandate, on any ground whatsoever. I/We shall not have any claim against the Bank in respect of the amount so debited pursuant to this mandate submitted by me / us. I/We shall keep the Bank, the Service Provider and the AMC/Mutual Fund (including its affiliates), jointly and severally indemnified, from time to time, against all claims, actions, suits, for any loss, damage, costs, charges and expenses incurred by the Bank, the Service Provider and the AMC/Mutual Fund (including its affiliates), by reason of their acting upon the instructions issued by the above named authorized signatories / beneficiaries. This request for debit mandate is valid and may be revoked only through a written letter withdrawing the mandate signed by the authorized signatories / beneficiaries and acknowledged at the Bank's counters and giving reasonable notice to effect such withdrawal. I/We also hereby authorise bank to debit charges towards verification of this mandate, if any. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I/We would not hold the user institution responsible. I/We confirm to have understood that the introduction of this facility may also give rise to operational risks and hereby take full responsibility.

### SIGNATURE(S) OF THE HOLDER(S) (as per the mode of operation and as in the bank records)

SIGNATURE OF SOLE/FIRST APPLICANT	SIGNATURE OF SECOND APPLICANT	SIGNATURE OF THIRD APPLICANT	Verified the debit mandate & signature(s)
SIGNATURE OF SOLE/FIRST APPLICANT	SIGNATURE OF SECOND APPLICANT	SIGNATURE OF THIRD APPLICANT	Authorisation of Bank Manager & Date

### ACKNOWLEDGEMENT SLIP - SMS TO INVEST FACILITY (REGISTRATION FORM) - For Existing Investors

NAME OF THE INVESTOR

Mobile No. for registration: <table border="1" style="display: inline-table; border-collapse: collapse; width: 100px;"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>															Folio Number: <table border="1" style="display: inline-table; border-collapse: collapse; width: 100px;"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>														STAMP & SIGNATURE OF THE RECEIVER

## Terms & Conditions for SMS to Invest Facility

The term 'ICICI PRUDENTIAL' in these terms and conditions shall include ICICI Prudential Mutual Fund, ICICI Prudential AMC Limited, ICICI Prudential Trust Limited, their directors, officers or employees as applicable.

I/We am/are investor(s) or would like to invest in the Scheme(s) of the ICICI Prudential Mutual Fund hereby unconditionally consent and authorize ICICI PRUDENTIAL to arrange for the debit payments through participation in ECS, presently conducted under the National Clearing Cell of the Reserve Bank of India, for the purposes of Subscriptions to the Scheme/s of ICICI Prudential Mutual Fund through this arrangement by debits against my / our bank account number mentioned in the registration form (the bank with whom such a bank account is being maintained shall hereinafter be referred to as "Bank"). For the purpose I/we understand and agree that the RBI limit on purchase shall be applicable and shall be subject to such revised limits as may be applicable from time to time. In addition, in case the Bank sets its own internal limits governing transactions of the nature described below, the said internal limits shall apply to any transactions intended to be carried out under the provisions set out herein.

I/We am/are aware that for the purpose of effecting the provisions of this arrangement, ICICI PRUDENTIAL might have to share information pertaining to my / our folios and investments made in ICICI Prudential Mutual Fund with vendors engaged for the purpose of executing the transaction and I/we hereby state that I/we have no objection to the sharing of such information in so far as the same is necessary for effecting the transactions described hereunder, or for any obligations under laws / regulations applicable to ICICI PRUDENTIAL.

"Instructions" will be required to be transmitted by me / us in the form of Unstructured Supplementary Service Data (USSD), Short Message Service (SMS), Wireless Application Protocol (WAP) or http message via equipment. Investors shall incur such charges as may be levied by respective Service Provider for USSD, SMS, WAP or http message. Neither ICICI PRUDENTIAL Ltd. nor the Service Provider would be liable in any manner for payment of such charges.

**DIRECT INVESTMENTS:** In cases where Last transaction was through a Distributor, but "Direct Option" under the Scheme / Plan is chosen for investment in the transaction SMS, the Distributor code will be ignored and the transaction will be processed under "Direct Option".

**Transaction Charges:** Where eligible Unitholder's distributor, if any, has opted-in to receive transaction charges for the eligible scheme type, the same would be deducted in accordance with the applicable guidelines specified by Securities and Exchange Board of India from time to time and paid to such distributor. Currently, for each purchase transaction amounting to Rs.10,000/- or more, Rs.100/- would be deducted towards Transaction Charges from the purchase amount and paid to such distributor. Units will be allotted for the balance amount.

ICICI PRUDENTIAL does not warrant or represent in any manner the receipt / delivery of Instructions / Information or that the Payment / fulfillment of Instructions will not be delayed, or effected for any reasons beyond its control. As the Instructions/ Information depends on electronic technology used from time to time, there could be delays and snags in receipt/transmission of any Information / Instructions to and from ICICI PRUDENTIAL, me / us, Registrars to the Scheme and associated Service Provider etc. I/We agree that ICICI PRUDENTIAL shall not be held liable or responsible for any failure or delay, whether, directly or indirectly, caused by any circumstances, including, but not limited to, force majeure events like acts of God, systems, technological and communications breakdowns, failures or disruptions, orders or restrictions, war or warlike conditions, hostilities, sanctions, mobilizations, blockades, embargoes, detentions, revolutions, riots, looting, strikes, stoppages of labour, lockouts or other labour troubles, earthquakes, fires or accidents. I/ We also agree that ICICI PRUDENTIAL shall not be liable or responsible for any loss, damage whether direct or indirect, costs, charges or expenses, due to or occasioned by delay / inability, under any circumstances. As the Instructions are electronically transmitted through various service providers, neither ICICI PRUDENTIAL nor the Service Provider are liable for any interception of data during transmission.

In the event I/we make a Payment instruction through SMS services and such payment is rejected or returned for any reason whatsoever, ICICI PRUDENTIAL will reverse the transaction / cancel the units, if allotted, against such Payment to me / us by debit to the relevant Account / Folio and shall not be liable for any charges, penalty, loss, damage whether direct or indirect, costs, charges or expenses incurred by me / us in this regard.

Investors shall have sufficient funds before executing the purchase or additional purchase transactions. ICICI PRUDENTIAL has the right to discontinue the facility to the investor, due to non-receipt of funds, and ICICI PRUDENTIAL or the Service Provider are not liable for any losses to investor.

Without prejudice to the generality of these Terms and Conditions, processing of all the Instructions is subject to the availability of free, clear and available funds / limits in my / our Account. In the event of clear funds / limits not being fully available, I/we agree that ICICI PRUDENTIAL / Registrar shall not process the Instructions and shall not allot any units.

Should any of these Terms and Conditions be found to be in contradiction to any regulation/ direction by SEBI, RBI or other regulatory body, then such regulation / direction of SEBI/ RBI or other regulatory body shall supersede the provisions of these terms and conditions.

I/We understand and agree that ICICI PRUDENTIAL neither endorses any of the Services offered by the Service Provider, nor in any manner recommends and / or provides any warranties, representations or assurances in respect of the same. I/We understand that the Service Provider shall be solely responsible to me/us for rendering the Utilities / Services for which payment is to be made under these Terms and Conditions and ICICI PRUDENTIAL shall not be responsible and liable for any deficiency or defect in the same including, but not limited to, delayed, deficient or defective quality, delivery, quantity etc., and ICICI PRUDENTIAL shall not be made party to any disputes between me / us and / or associated Service Providers, etc.

ICICI PRUDENTIAL shall be entitled to rely upon all Information/ Instructions, and other electronic communications, messages from me / us received through the Service Provider's platform, and shall not be obliged to verify or make further inquiry into the identity of the sender, or the message or communication, integrity or authenticity thereof. I/We shall in no circumstance dispute such reliance by ICICI PRUDENTIAL. I/We shall be responsible for the SMS received from the Registered Mobile Number and any usage of the same, whether by a third party or any other person, under any circumstances shall be deemed to be a usage by me / us. Without prejudice to the above, I/we agree that it shall be my / our sole responsibility to inform ICICI PRUDENTIAL in writing about any change concerning the mobile number and ICICI PRUDENTIAL shall not be, in any way, liable or responsible for any loss, damages, costs, charges or expenses suffered/ incurred by me / us by reason of my / our failure to do so. I/ We shall not be entitled to claim the services mentioned herein as a matter of right and ICICI PRUDENTIAL / the Service Provider reserves the right to, at any time, suspend or terminate for any duration the Services offered by the Service Provider, without any specific or prior notice to me / us in this regard.

I/We aware that it is my/our sole responsibility to inform ICICI PRUDENTIAL in writing along with a FIR copy (self attested) in case of loss of mobile phone and ICICI PRUDENTIAL or its Service Provider(s) shall not be, in any way, liable or responsible for any loss, damages, costs, charges or expenses suffered / incurred by me / us by reason of my/ our failure to do so.

I/We understand that only one folio can be mapped against a respective mobile number for registration of SMS to Invest Facility.

No investor shall be entitled to claim the services mentioned herein as a matter of right and ICICI PRUDENTIAL / the Service Provider reserves the right, to, at any time, suspend or terminate for any duration the Services offered by them, without any specific or prior notice to the Investor in this regard.

I/We confirm that I/we am/are aware that Mutual Fund investments are subject to market risks and agree to read Scheme Information Document (SID) of respective scheme, addenda, Key Information Memorandum (KIM), Statement of Additional Information (SAI) before investing and agree to abide by provisions specified in SID of respective scheme, addenda, KIM and SAI as amended from time to time.

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

In case of "At Par" cheques, investors need to mentioned the MICR number of his actual bank branch.

**CHANGE OF BANK:** To change the bank account details under the facility, the eligible Unit-holder must cancel the existing registration and re-register with the new bank account details for this facility.

**CHANGE IN MOBILE NUMBER:** Please select the "Change In Mobile No" option and provide the other requisite details.

**Purchase transaction in Liquid Schemes or Plans is not allowed through this Facility.**

Further the maximum Purchase amount per transaction SMS would be limited to the amount selected on the Registration form by the investor.

In case multiple amount slabs are selected in the Registration form, the maximum amount limit would be considered for registration.

*All request for registering or discontinuing or change in bank for SMS to Invest Facility would be subject to an advance notice of 30 working days.*

### A. TRANSACTION CHARGES

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

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

ii. A first time investor in any mutual fund may be charged Rs.150/- as transaction charge per subscription of Rs.10,000/- and above.

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

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

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

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

**Transaction Charges shall not be deducted if:**

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

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

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

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

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

### PROCESS FLOW FOR SMS TO INVEST FACILITY:

a) Investor will receive a confirmation on successful registration of the Mobile No for SMS to Invest Facility through SMS/EMAIL/ Letter, investor can accordingly start transacting through this facility.

b) Investor can either purchase or redeem the unit-holding using the said option.

c) To transact, investor needs to send the below SMS from the Registered Mobile No. to 56767234.

**To Purchase:**

**PUR <space> Amount <space> SchemeCode**

**To Redeem: RED <space> Amount <space> SchemeCode**

d) In case of ALL unit redemption investor needs to send the below SMS from the registered Mobile No to 56767234.

**RED <space> ALL <space> SchemeCode**

e) **Default Scheme:** Investor has an Option to provide a Default scheme. To transact in the default scheme, investor need not mention the scheme code in every transaction SMS. To transact, investor needs to send the below SMS from the registered Mobile No to 56767234. Any SMS which is sent by the investor from the registered mobile number without the scheme code details will accordingly be processed under the default scheme.

**To Purchase: PUR <space> Amount**

**To Redeem: RED <space> Amount**

f) The Scheme Code of the respective schemes will be displayed on the account statement against the scheme name. Alternatively, you can also contact ICICI Prudential AMC on our Toll Free no. 1800 222 999(from MTNL/BSNL) and 1800 200 6666 (Others) or write to us at enquiry@icicipruamc.com to check on the Scheme Code details.

g) Unit based transaction will not be accepted through this facility.

h) Investor will receive a transaction receipt confirmation, on completion of the transaction.

i) The request for transaction is to be considered as accepted, subject to realization of funds towards purchases, and/only on the receipt of the confirmation from the AMC on the registered mobile number or email id of the Unit holder(s) of the Fund.

j) On acceptance of any transaction ICICI Prudential/Its Service Providers/RTA will process the transaction in line with the provisions specified in the Scheme Information Documents (SID), addenda, Key Information Memorandum (KIM), Statement of Additional Information (SAI) for the respective scheme(s).

k) Investor will receive a confirmation on successful processing of the transaction through SMS/EMAIL/Letter.

l) ICICI Prudential/Its Service Providers/RTA will raise a debit instruction with the investor's registered bank for the transaction amount for a valid purchase transaction. Your bank account shall be debited towards purchases either on the same day of transaction or within one to seven business days, depending on the mode of debit adopted. If this payment is rejected or returned for any reason whatsoever, ICICI Prudential will reverse the transaction/cancel the units for the respective transaction.

I/We confirm that I/we have read and understood the terms and conditions and agree to abide the same for using this facility.