



Continuing a tradition of trust.

HDFC Asset Management Company Limited

A Joint Venture with Standard Life Investments Limited

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NOTICE

HDFC Fixed Maturity Plans - Series XIV

NOTICE is hereby given that the New Fund Offer (NFO) of **HDFC FMP 35D September 2010 (1)** and **HDFC FMP 100D September 2010 (1)**, fixed maturity plans under HDFC Fixed Maturity Plans - Series XIV, a close-ended income scheme, will open and close for subscription on the following dates:

Name of Plan	NFO Opening Date	NFO Closing Date
HDFC FMP 35D September 2010 (1)	September 7, 2010	September 8, 2010
HDFC FMP 100D September 2010 (1)	September 8, 2010	September 13, 2010

Investors may note that the units of HDFC FMP 35D September 2010 (1) and HDFC FMP 100D September 2010 (1) will be listed on the National Stock Exchange of India.

For **HDFC Asset Management Company Limited**

Place: Mumbai

Date : August 31, 2010

Sd/-

Chief Compliance Officer

Risk Factors: All mutual funds and securities investments are subject to market risks and there can be no assurance that the Scheme's objectives will be achieved and the NAV of the Plans under the Scheme may go up or down depending upon the factors and forces affecting the securities market. Past performance of the Sponsors and their affiliates / AMC / Mutual Fund and its Scheme(s) do not indicate the future performance of the Scheme of the Mutual Fund. There is no assurance or guarantee to unit holders as to the rate of dividend distribution nor that dividends will be paid regularly. Investors in the Scheme are not being offered any guaranteed / assured returns. The NAV of the units of the Plan issued under the Scheme may be affected, *inter-alia* by changes in the interest rates, trading volumes, settlement periods, transfer procedures and performance of individual securities. The NAV will *inter-alia* be exposed to Price / Interest Rate Risk and Credit Risk. **HDFC FMP 35D September 2010 (1) and HDFC FMP 100D September 2010 (1), fixed maturity plans under HDFC Fixed Maturity Plans - Series XIV, a close-ended income scheme, is only the name of the Scheme and does not in any manner indicate either the quality of the Scheme, its future prospects and returns. Please read the Scheme Information Document and Statement of Additional Information before investing.** **Investment Objective:** The investment objective of the Plans under the Scheme is to generate income through investments in Debt / Money Market Instruments and Government Securities maturing on or before the maturity date of the respective Plan(s). **Asset Allocation Pattern:** Debt and Money Market Instruments (including securitised debt upto 75% of the net assets of Plan): 60%-100%; Government Securities: 0-40%. **Terms of Issue:** Units are available at ₹10 per unit during the New Fund Offer. The AMC will calculate and publish NAVs on all Business Days. Investors can purchase / sell Units on a continuous basis on NSE and / or any other stock exchange(s) on which the Units are listed. The Units under the Plan cannot be directly redeemed with the Fund as the Units are listed on the stock exchange(s). **Load Structure:** Entry Load: Not Applicable. Upfront commission shall be paid directly by the investor to the ARN Holder (AMFI registered Distributor) based on the investors' assessment of various factors including the service rendered by the ARN Holder. Exit Load: Not Applicable. **New Fund Offer (NFO) Expenses:** NFO expenses shall be borne by HDFC Asset Management Company Limited/ HDFC Trustee Company Limited. **Statutory Details:** HDFC Mutual Fund has been set up as a trust sponsored by Housing Development Finance Corporation Limited and Standard Life Investments Limited (liability restricted to their contribution of ₹1 lakh each to the corpus) with HDFC Trustee Company Limited as the Trustee (Trustee under the Indian Trusts Act, 1882) and with HDFC Asset Management Company Limited as the Investment Manager.