



Continuing a tradition of trust.

HDFC Asset Management Company Limited

A Joint Venture with Standard Life Investments Limited

Registered Office: Ramon House, 3rd Floor, H.T. Parekh Marg, 169, Backbay Reclamation, Churchgate, Mumbai 400 020. Phone: 022 66316333 • Toll Free No: 1800-233-6767
Fax: 022 22821144 • e-mail: cliser@hdfcfund.com • Visit us at: www.hdfcfund.com

NOTICE

NOTICE is hereby given that HDFC Trustee Company Limited, Trustee to HDFC Mutual Fund has approved the declaration of dividend in **HDFC FMP 35D August 2010 (1)** under **HDFC Fixed Maturity Plans – Series XIV**, a closed-ended income scheme, as given below:

Name of the Plan	Amount of Dividend (₹)	Record Date	Face Value (per unit)	NAV as on September 1, 2010 (per unit)
HDFC FMP 35D August 2010 (1) - Dividend Option	Entire Distributable surplus as on the Record Date #	Wednesday, September 8, 2010*	₹ 10.00	₹ 10.0458

As reduced by the amount of applicable statutory levy.

* or the immediately following Business Day if that day is not a Business Day.

Pursuant to payment of dividend, the NAV of the Dividend Option of the above Plan would fall to the extent of payout and statutory levy.

Applicable for Units held in non-demat form:

Income distribution / Dividend will be paid to those Unit holders whose names appear in the Register of Unit holders under the Dividend Option of the aforesaid Plan as on the record date.

Intimation of any change of address / bank details should be immediately forwarded to the Investor Service Centres of HDFC Mutual Fund.

Applicable for Units held in demat form:

Income distribution / Dividend will be paid to those Unitholders / Beneficial Owners whose names appear in the statement of beneficial owners maintained by the Depositories under the Dividend Option of the aforesaid Plan as at the close of Business Hours on the record date.

Intimation of any change of address / bank details, if any, should be immediately forwarded to the Depository Participant(s).

For **HDFC Asset Management Company Limited**

Place: Mumbai

Date : September 2, 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 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 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 August 2010 (1), a fixed maturity plan under HDFC Fixed Maturity Plans - Series XIV, a closed - 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. Investment objective:** 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). **Load Structure: Entry Load:** Not Applicable. **Exit Load:** Not Applicable. The Units under the Plan cannot be directly redeemed with the Fund as the Units are listed on the stock exchange(s). **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.