



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 - HDFC FMP 35D August 2010 (1)

**Record Date for determining Unitholders (i.e. Beneficial Owners) holding Units in Demat Form for payment of maturity proceeds on Maturity / Final Redemption date of HDFC FMP 35D August 2010 (1)**

NOTICE is hereby given that HDFC Trustee Company Limited, Trustee to HDFC Mutual Fund has fixed **Wednesday, September 8, 2010** as the 'Record Date' for the purpose of determining the eligible Unitholders / Beneficial Owners holding units (in demat form) of HDFC FMP 35D August 2010 (1) who would be entitled to the maturity / redemption proceeds on the Maturity / Final Redemption Date of **HDFC FMP 35D August 2010 (1)**, a Fixed Maturity Plan under **HDFC Fixed Maturity Plans – Series XIV**, a closed-ended income scheme. The Maturity / Final Redemption Date of HDFC FMP 35D August 2010 (1) is on Wednesday, September 8, 2010\*.

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

The trading of these Units which are listed on the Capital Market Segment of the National Stock Exchange of India Ltd. (NSE) will automatically get suspended with effect from **Tuesday, September 7, 2010** and also no off-market transactions shall be permitted by the Depositories (NSDL / CDSL).

The Maturity / Redemption Proceeds will be paid to those Unitholders / Beneficial Owners whose names appear in the statement of beneficial owners maintained by the Depositories under 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 Unitholders 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. Please read the Scheme Information Document and Statement of Additional Information before investing. 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.