

# MUTUALFUNDS *Sahi Hai*

Right top corner curl, Long logo format



Left top corner curl, Long logo format



Right bottom corner curl, Long logo format



Left bottom corner curl, Long logo format



Right top corner curl



Left top corner curl



Right bottom corner curl



Left bottom corner curl





MUTUAL FUNDS  
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**HOW CAN YOUR CLIENTS SAVE TAX WHILE GROWING THEIR HARD EARNED MONEY?**

Consider Equity Linked Savings Schemes (ELSS), as they give your clients the dual benefit of tax saving along with the potential to earn capital appreciation. Investments of up to Rs. 1,50,000 in ELSS are eligible for tax deduction\*.

This Scheme is suitable for investors who are seeking\*

- Long-term capital growth with a three-year lock-in
- Investment in equity and equity-related securities to form a diversified portfolio
- High Risk (Brown)

**DSP BLACKROCK TAX SAVER FUND**  
Open Ended Equity Linked Savings Scheme

Equity Linked Savings Schemes have a lock in period of only three years, which enables participation in the long term growth potential of equity markets.

Know more >>>

**DSP BLACKROCK MUTUAL FUND**

\*Deduction from total income in a financial year (Under Sec 80C of Income Tax Act, 1961). There is no guarantee of returns/ income generation in this scheme. Investors are advised to consult with their tax advisor before investing. \*\*Investors should consult their financial advisors if in doubt about whether the product is suitable for them. Note: Risk may be represented as: Blue: Investors understand that their principal will be at low risk; Yellow: Investors understand that their principal will be at medium risk; Brown: Investors understand that their principal will be at high risk.

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



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An investment your husband will approve of!

INTRODUCING  
**Sundaram Equity Plus\***

Investing in Equity and Gold ETFs

An approved equity scheme

\* 'Plus' used in the scheme name is only in terms of asset allocation and not in terms of return/yield.

You have always felt that nothing is better than investing in gold. Your husband however believes that the potential of equity is unmatched. Now you have an option that will keep you both happy!

Sundaram Equity Plus. The fund invests primarily in equity and up to 35% in domestic Gold ETFs (Exchange Traded Funds), making it an irresistible equity fund with a golden sheen!



Sundaram Equity Plus, the equity plus gold fund which ensures that your husband and you are in perfect harmony! Call your investment advisor or dial 1800-425-1000, now.

**NEW FUND OFFER**

Opens 4th May '11  
Closes 16th May '11  
Rs. 10/- per unit

Call Toll-free: 1800-425-1000  
SMS: SUND to 5670  
All Service Providers: 94-58787310

**SUNDARAM MUTUAL**  
UNEARTHING OPPORTUNITIES

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**UTI Rajiv Gandhi Equity Saving Scheme**

Additional tax exempt income upto ₹ 25000\*

**Invest in a brighter future, today.**

Introducing **UTI Rajiv Gandhi Equity Saving Scheme**. An opportunity for wealth growth and tax benefits.

- No upper limit for investment
- \*\*Tax benefits available for new retail investors for investments upto ₹ 50,000 under Sec 80 CCG of the IT Act, 1961
- Investment in equity shares of S&P CNX Nifty Index Companies

\* Over and above the tax benefits available under Sec 80 C of the IT Act, 1961  
\*\* Applicable for new retail investors with a gross total income of less than or equal to ₹ 10 lakh  
For further information, please refer to the Scheme Information Document available at www.utimf.com

LOCKS AT ₹ 10 PER UNIT  
NFO CLOSES: 08 MAY 2013

UTI Rajiv Gandhi Equity Saving Scheme

uti easy

Toll-Free: 1800 22 1230

SMS: 'UTING' to 5676756

Access made easy Email: invest@uti.co.in Web: www.utimf.com

uti  
UTI Mutual Fund

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# TOMORROW IS ONE DAY CLOSER TO SENIOR CITIZENSHIP.

PLAN TODAY WITH RETIREMENT-ORIENTED MUTUAL FUNDS.

We often leave retirement planning for another day. But the fact is, expenses will only rise due to inflation as you get older. By investing in a retirement-oriented Mutual Fund, you benefit in more ways than one:

- Small amounts every month can help your investments grow
- Choose debt and/or equity-oriented plans
- Debt provides stability and equity creates wealth
- Enjoy tax benefits while investing (80C of the Income-tax Act, 1961) and redeeming
- Get a fixed monthly income post retirement with Systematic Withdrawal Plan (SWP)

SMS your 'City Name' to 86790 53387 for a free booklet on Retirement Planning.

**INVEST-WISE**  
An Investor Education Initiative

**HDFC**  
MUTUAL FUND

**MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS,  
READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.**

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NOW GET THE BENEFIT  
OF THREE PERFORMERS  
FROM ONE.

PRESENTING  
**SBI EDGE FUND**

EQUITY  
DEBT  
GOLD ETF

Get easy access to  
your investments.

Give a **missed call**  
on **8976006767** to download  
the HDFCMF *Mobile* app.

Two men in suits are looking at a tablet together. The man on the right is pointing at the screen. The background is dark with some bokeh lights.

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The logo for HDFC Mutual Fund, featuring the text "HDFC" in a red box above "MUTUAL FUND" in a blue box.



**Having an apple every day  
is a healthy habit.**



**NOW BEGIN THE  
WEALTHY HABIT**

## **Systematic Investment Plans from Birla Sun Life Mutual Fund**

We are always looking for healthy habits to secure our well-being. Whether it's eating an apple every day, following a strict work-out regime or having healthy meals, we leave no stone unturned to stay healthy. However, did you know there is one Wealthy Habit that you can follow to ensure your financial well-being! It's the Systematic Investment Plan (SIP).

**When you invest in SIP, it allows you to be worry-free, because it:**

- Eliminates the need to time the market
- Averages out the cost of investment
- Inculcates discipline
- Gives you the power of compounding

Visit [sipnow.birlasunlife.com](http://sipnow.birlasunlife.com) to begin your Wealthy Habit. Discover the many benefits of SIP!

Please speak to your Financial Advisor to know the best funds to invest in SIP.

Call 1800-270-7000

sms SIP to 567679

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**Birla Sun Life**  
**Mutual Fund**

[mutualfund.birlasunlife.com](http://mutualfund.birlasunlife.com)

Premium SMS charges apply.

**Mutual Fund:** Birla Sun Life Mutual Fund. **Asset Management Company/Investment Manager:** Birla Sun Life Asset Management Company Ltd. CIN: U65991MH1994PLG080811. **Registered Office:** One Indiabulls Centre, Tower - 1, 17th Floor, Jupiter Mill Compound, 841, S. B. Marg, Elphinstone Road, Mumbai - 400013.

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



**MUTUALFUNDS**  
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To those who stop at nothing  
To those who don't back down  
To those who dare to care  
To those who live every moment  
To the Dreamers, Believers, Achievers  
Where every moment redefines life



**LIC MUTUAL FUND**

*Khushiyaan, Zindagi Ki...*

CONNECT WITH US ON:

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Goldman

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**FRANKLIN TEMPLETON  
INVESTMENTS**

**[www.thegoodemi.com](http://www.thegoodemi.com)**

An investor education and awareness initiative by  
Franklin Templeton Mutual Fund.

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# SWATANTRA

An investor education initiative



*Haq, ek behtar zindagi ka.*

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**INVEST-WISE**  
An Investor Education Initiative



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Thank you