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WEALTHWISE

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Wealthwise

“Wealthwise” is a monthly publication brought to you by Wiseinvest Advisors. Wiseinvest Advisors is a quality investment advisory firm that specializes in mutual funds. Though mutual funds are a simple way to invest money, you can get the best only if you get professional advice. Our CEO, Mr. Hemant Rustagi, is a well known mutual fund expert. He brings with him an experience of more than 24 years in this field. He regularly writes articles for major national dailies and business magazines as well as appears as a mutual fund expert on many investments related TV shows. Besides, our team of advisors has professionals who have spent years in the mutual fund industry. In the last five years, thousands of our clients have benefitted from our quality advice and have made mutual funds as the mainstay of their portfolio. You can benefit too from our expertise for your existing as well as new investments in mutual funds. All you need to do is to just call up any of the branches or email your requirements at information@wiseinvestadvisors.com and our professional advisors will do the rest.

Dear Investor,

The Indian stock markets witnessed a surprise rally during the month of March 2011. While the Sensex was up by 9.10%, the mid-cap and small cap indices of the BSE were up by 7.85% and 4.59% respectively. Although market players are a divided lot regarding the sustainability of the current rally, FIIs turned net buyers to the tune of around ₹ 7000 crores during the month after remaining net sellers for the last two months.



The positive global cues and stabilizing oil prices improved optimism in the stock market which was in complete contrast to the trend witnessed in the last couple of months wherein FIIs had cut their holdings due to concerns over several negative domestic and global cues. However, despite a turnaround in the market sentiment, inflation and crude oil prices continue to remain cause for concern. On the positive side, India's current account deficit fell to 2.2% in the third quarter (October – December 2010) compared to 4% in the second quarter (July- September 2010). On the capital account front, though FIIs flows were lower, the country continued to have a balance of payment surplus in the said quarter.

In its mid-quarterly monetary policy review on March 17, 2011, the RBI hiked the key policy rates for the eighth time since March 2010. The repo and reverse repo rates were hiked by 25 bps to 6.75% and 5.75%, respectively. CRR was left unchanged at 6%. The RBI also indicated that it was likely to maintain its anti-inflationary bias while raising its forecast for headline inflation at the end of March 2011 to 8%, from its earlier projection of 7%. It may be recalled that controlling inflation along with sustaining growth has been the main policy objective of the RBI for over a year now. On the inflation front, India's food inflation based on the Wholesale Index Price dropped to a single digit at 9.5% for the week ended March 19, 2011.

As we have always maintained, long-term equity investors benefit from a disciplined approach to investing and by staying invested even during the most trying times. The current market scenario is no different and hence you must keep your focus on the long-term goals and ignore short term trends.

Warm regards,

Hemant Rustagi
Chief Executive Officer

Wiseinvest
With YOU, in meeting
FINANCIAL CHALLENGES

Address to be affixed here

The Stock Market performance during March 2011.

Indices	1st March 2011	31st March 2011	Change in (%)
Sensex	17823.4	19445.22	9.10%
MIDCAP	6373.23	6873.40	7.85%
SMLCAP	7817.32	8175.89	4.59%
BSE-100	9259.46	10095.74	9.03%
BSE-200	2185.86	2378.69	8.82%
BSE-500	6850.40	7437.26	8.57%

**TODAY'S MID-CAPS.
TOMORROW'S LARGE-CAPS.
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Risk Factors:-

Kotak Mid Cap is an open ended equity growth scheme. Investment Objective: - The investment objective of the scheme is to generate capital appreciation from a diversified portfolio of equity related securities. **Mutual Funds and securities investments are subject to market risks. There is no assurance that the Scheme's objective will be achieved. NAV of the Scheme's Units can go up / down depending on factors and forces affecting securities markets.** Past performance of Sponsor / AMC / Fund does not indicate the scheme's future performance. **Kotak Mid-Cap 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.** Statutory Details: Kotak Mahindra Mutual Fund is a Trust (Indian Trust Act, 1882) Investment Manager: Kotak Mahindra Asset Management Company Ltd. Sponsor: Kotak Mahindra Bank Ltd. (Liability Rs. Nil) Trustee: Kotak Mahindra Trustee Company Ltd. **Please read the Scheme Information Document (SID) and Statement of Additional Information (SAI) carefully before investing. SID and SAI are available on mutualfund.kotak.com**

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kotak Mutual Fund

Events do not Impact Returns

The speculation and hype around an event like the Union Budget, Railway Budget or Diwali has become a regular feature. No wonder, it evokes mixed emotions, that is, excitement, fear and anticipation amongst investors.

Though there is no denying that the Union Budget is an important event which influences the overall economic health of the country, many experts proclaim that it has become a nonevent. However, budget, which is a yearly affair, continues to cause varying degree of turbulence in the markets at least when it is around the corner. Another budget has come and gone and, as always, experts are still trying to dig into the fineprints to find out if there is something more than what meets the eye.

While this analysis is likely to continue for some time, investors are anxious to find out about the likely impact on their investment portfolios. Though budget is a relevant event for investors too, treating it as the one that can change the entire course of their long-term investment process can be a mistake that can cost them dearly.

The questions, therefore, are how should an investor react to an event like the the Union Budget? Should he/she ignore what comes in the budget and what doesn't completely or just restrict the reaction to making minimal changes in the portfolio, if at all? The short answer is not to get emotional about investment decisions and change the asset allocation itself, that is, the process of diversifying among different asset classes such as equity, debt, commodities and real estate under any kind of duress.

However, given that every event like budget would contain certain important policy changes or announcements to be made, making slight realignment within an asset class such as moving out of certain sectors, increasing or paring exposure to certain sectors and/or remaining invested in certain sectors despite poor performance in the recent past may be in order.

A relevant example could be that of infrastructure funds, which were very popular till 2008 and were attracting huge investments.

However, considering their poor performance over the last couple of years or so, many investors have been wondering what to do with them. With the significant allocations made for creating infrastructure in the Union Budget this year, which is likely to have a multiplier effect on the economy, it may be worthwhile for them to stay invested in these funds for some more time to analyse the impact before taking a final decision.

Likewise, certain important events may warrant a few changes in the portfolio and ignoring them may not be a wise thing to do. For example, under the Direct Taxes Code (DTC) which is going to be implemented from April 1, 2012, equity-linked savings schemes (ELSS) will cease to exist.

Therefore, someone who has been investing in ELSS as a part of the overall allocation to equities in the portfolio will be required to realign their portfolio and even accept lower allocation to equities while claiming tax exemptions.

But, for someone who is investing for a financial goal 15 years away, there is no logic of making changes in the asset allocation just because certain events may have short term impact on the markets. Similarly, investing money on the similar grounds too is entirely unwarranted and illogical. Many investors stop investing weeks before the budget especially if there is a buzz about some impending policy changes. Remember, budgets have minimal impact on the portfolio returns in the long-term.

Investing is a long-term endeavour and should be treated like one. It is a proven fact that despite suffering from extreme bouts of volatilities from time to time, equity as an asset class, has the potential to outperform other asset classes in the long run. Therefore, though some of the events may add to or cause short-term volatility in the markets, the potential to earn positive real rate of returns, that is, returns minus inflation over the longer term remains intact.

Moreover, the right way to decide on the asset allocation is to consider one's risk profile, time horizon and investment objectives. Hence, the only reasons for making changes in the asset allocation should be the changes in one's risk tolerance, financial situation, or the financial goals itself. In other words, moving in and out of an asset class on the basis of speculation about an event may jeopardise one's chances of achieving the desired level of investment success.

Therefore, to make major changes in the portfolio by following an event-based strategy is never advisable and, in fact, should be avoided completely. The correct way is to stay the course and ignore short term market reactions.

(This article written by our CEO was published in Business Standard – Issue dated 6th March, 2011).



BNP Paribas Money Plus Fund wins the ICRA 7-Star Gold Award for its 3-year performance in the 'Open-Ended Ultra Short Term' category. A proof of excellence, the award not only reflects our disciplined and prudent investment approach but also our global expertise and experience. Ensuring a long-term and consistent performance even during volatile market conditions. We thank our investors and distributors for their enduring support.

BNP PARIBAS MUTUAL FUND

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ICRA Ranking: BNP Paribas Money Plus Fund has been ranked as a **Seven Star Fund** in the category of 'Open Ended Ultra Short Term' schemes for its 3 year performance till December 31, 2010. The rank is an outcome of an objective and comparative analysis against various parameters, including: risk adjusted return, fund size, company concentration and portfolio turnover. The ranking methodology did not take into account loads imposed by the Fund. There were 31 schemes considered in 'Open Ended Ultra Short Term' category for the ranking exercise. 7-star rating indicates best performance amongst 5-Star Funds in the respective category. 5-star rating indicates funds with composite score in the top 5% confidence (based on the positioning of a scheme in the category's normal distribution) interval in the respective category. The rank is neither a certificate of statutory compliance nor any guarantee on the future performance of BNP Paribas Mutual Fund. **Ranking Source & Publisher:** ICRA Online Limited. **Statutory Details:** **Sponsor:** BNP Paribas Investment Partners Asia Ltd. **Trustee:** BNP Paribas Trustee India Pvt. Ltd. **Investment Manager / AMC:** BNP Paribas Asset Management India Pvt. Ltd. BNP Paribas Mutual Fund has been constituted as a Trust in accordance with the provisions of the Indian Trusts Act, 1882 (2 of 1882), by the Sponsor and the Trustee as per the terms of the superseding Trust Deed. **BNP Paribas Money Plus Fund:** An open-ended Income Scheme. **Investment Objective:** The primary objective of the Scheme is to provide income consistent with the prudent risk from a portfolio comprising of floating rate debt instruments, fixed rate debt instruments, money market instruments and derivatives. However, there can be no assurance that the investment objective of the Scheme will be achieved. The Scheme does not guarantee / indicate any returns. **Load Structure:** **Entry Load:** Nil. **Exit Load:** 0.35% shall be charged if units are redeemed / switched-out within 7 days from the date of investment. The exit load shall not be charged in case of switches between plans/options of the Scheme. Further, no exit load shall be charged on Bonus units and of units allotted on reinvestment of Dividend. **Risk Factors:** All mutual funds and securities investments are subject to market risks, and there can be no assurance that the scheme's objective will be achieved. Investment in Mutual Fund Units involves investment risks such as trading volumes, settlement risk, liquidity risk, default risk including the possible loss of principal. As the price / value / interest rates of the securities in which the Scheme invests fluctuate, the NAV of the Scheme may go up or down depending upon the factors and forces affecting the securities market. Various factors impact the value of the Scheme's investment include, but are not limited to, fluctuations in the bond markets, fluctuations in interest rates, prevailing political and economic environment, changes in government policy, factors specific to the issuer of the securities, tax laws, liquidity of the underlying instruments, settlement periods, trading volumes etc. **The name of the Scheme does not in any manner indicate either the quality of the Scheme or its future prospects and returns.** Past performance of the Sponsor / AMC / Mutual Fund do not guarantee future performance of the Scheme. The Sponsor is not responsible or liable for any loss resulting from the operation of the Scheme beyond the initial contribution of Rs 1 lakh made by it towards setting up the Fund. The Scheme does not guarantee or assure returns. **Statement of Additional Information (SAI), Scheme Information Document (SID) & Key Information Memorandum cum Application Forms (KIM)** are available at AMC offices / AMC web-site: www.bnpparibasfunds.in / Investor Service Centres / Distributors. **Please read the SAI, SID & KIM carefully in its entirety before investing and retain these documents for future references.**

Chinks in the Armour

As the name suggests, Capital Protection Funds (CPFs) are supposed to protect the capital. CPFs invest pre-dominantly in fixed income instruments, and invest a small portion in equity and equity-oriented instruments. For example, a three-year CPF would typically invest ₹ 80 in debt instruments and ₹ 20 in equities, out of every ₹ 100 collected. At the end of the life of the scheme, the debt portfolio would in all probability grow to ₹ 100 or little more, thereby protecting your capital.

Here, it is important to understand that a CPF only aims to protect your capital, but does not guarantee it. Therefore, the orientation towards protection of capital originates from portfolio structure and not from any bank guarantee or any insurance cover. Even the returns are not guaranteed. In fact, only the equity portion of the portfolio contributes towards the returns; the debt part of the portfolio is designed towards protecting the capital.

As for taxation, CPFs are treated as debt-oriented funds. Accordingly, long-term capital gains are taxed at 10 per cent (without indexation) or at 20 per cent (with indexation). Being closed-end funds, there is an issue of liquidity. Though CPFs provide liquidity through listing on the stock exchanges, it cannot be regarded as an efficient exit route; historically, closed-end funds have traded at a hefty discount to the net asset value (NAV) in the secondary markets.

As an investment option, CPFs have a limited utility. Though taking a small exposure initially in equity makes sense, the lack of focus on the investor's part on equity portion of the portfolio, due to perceived capital safety, may result in a missed opportunity to understand the nuances of equity investing.

If you look around, you can find a few options out of several on offer from mutual funds, which either individually or as a combination can help in achieving better results than what CPFs aim to achieve for you. Moreover, when you invest for a fairly longer period - for example, three years or more - the focus has to be on capital growth, as inflation poses a bigger risk to the portfolio than capital loss. For example, if the equity portion of a CPF does not perform well on account of poor performance of the fund manager or the stockmarket, you will still have the risk of inflation.

As an alternative investment strategy, fixed maturity plans (FMPs) can be considered for investing about 80 per cent of what you intend to invest in a CPF. The rest can be invested in a high-quality diversified open-ended equity fund or an index fund. Another advantage is that one can opt for either investing a lump sum or systematically to benefit from "averaging".

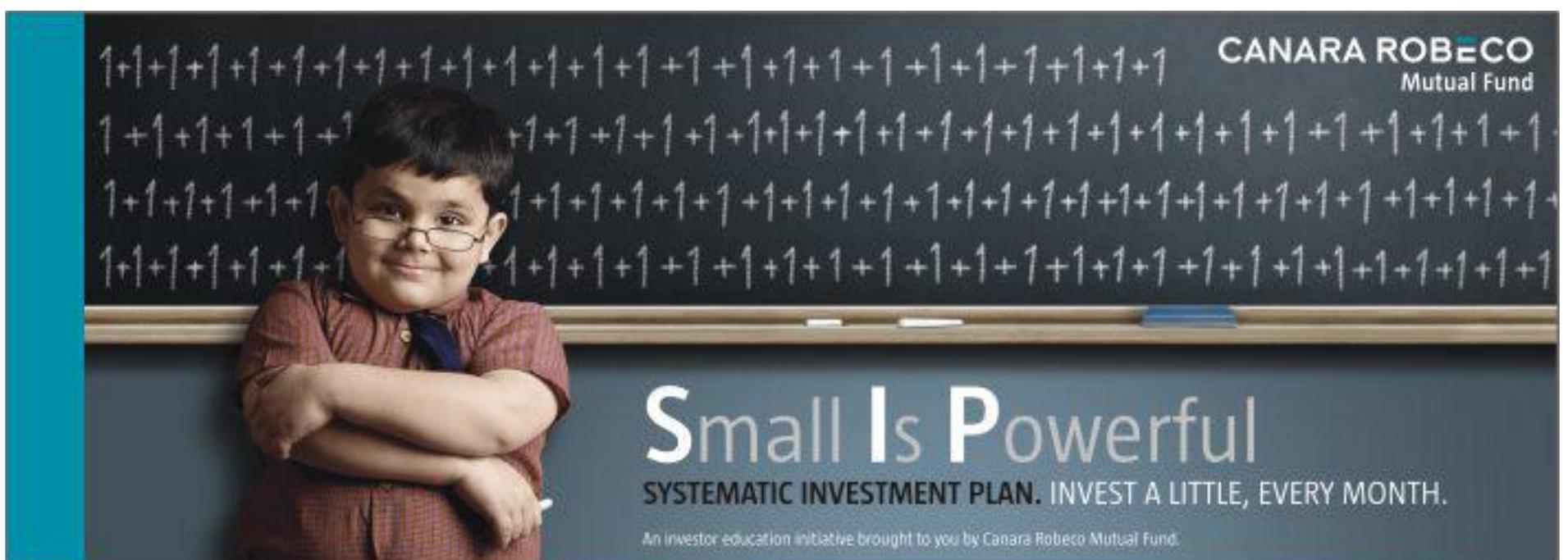
By investing in an open-ended equity fund, you can also benefit from the flexibility that a fund manager enjoys in terms of realignment of the portfolio, if required, as compared to a close-ended fund where the assets under management remain static. Besides, this part of the portfolio becomes tax free after one year, whereas in a CPF one has to pay long-term capital gains at the rate of 10 per cent.

Remember, to become an informed equity fund investor, even while keeping the exposure within an acceptable limit, it is important for you to learn to handle the impact of volatility on the portfolio. It is like this: when you buy a vehicle, would you like to drive it on the back road of your colony or on the main roads of the city? Needless to say, to move out of the back road, you need to learn driving perfectly and also feel confident about your driving skills.

There are some other open-ended investment options such as fund of funds, asset allocation funds and monthly income plans (MIPs), which can not only provide better results than CPFs, but also provide full liquidity throughout the year. One can also invest through systematic investment plan (SIP) in these funds, reducing the risk of committing a lump sum at a particular level of the stock market. A CPF, being close-ended by nature, requires an investor to invest a lump sum.

To be fair, in the current scenario, the debt portion of the CPFs, too, can generate decent returns. Moreover, considering that the stockmarkets have witnessed a steep fall over the past couple of months, even the equity portion can provide healthy returns. But the question is, how often would one find a scenario like this in both the markets?

(This article written by our CEO was published in Business World Magazine - Issue dated 28th March, 2011).



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Performance of Select Funds

Data as on March 25, 2011

EQUITY FUNDS

Diversified

Fund	Launch	1-Month*	3-Month*	6-Month*	1-Year*	2-Year**	3-Year**	5-Year**
Birla Sun Life Frontline Equity	Aug-02	5.76	-6.59	-6.80	8.50	45.94	12.26	17.23
Canara Robeco Equity Diversified	Sep-03	4.40	-5.06	-8.53	8.63	51.94	13.26	12.73
DSPBR Top 100 Equity Reg	Mar-03	5.41	-5.21	-6.10	8.41	39.55	11.06	16.15
DSPBR Equity	Apr-97	5.83	-6.29	-9.05	10.26	47.92	13.14	16.90
Fidelity Equity	May-05	5.75	-4.86	-6.25	14.97	49.01	13.42	15.51
Fidelity India Growth	Oct-07	5.86	-4.94	-5.41	15.03	49.88	14.13	—
Franklin India Flexi Cap	Mar-05	6.78	-5.62	-7.94	9.47	50.27	12.52	12.48
HDFC Equity	Jan-95	6.08	-6.31	-7.19	17.75	62.22	18.36	17.09
HDFC Top 200	Oct-96	6.65	-5.84	-7.08	14.46	52.12	16.09	17.40
ICICI Prudential Focused Bluechip	May-08	7.33	-3.36	-2.38	15.73	48.81	—	—
ICICI Prudential Discovery	Aug-04	3.51	-7.81	-8.66	10.27	69.81	22.23	14.11
Kotak 50	Dec-98	5.43	-6.88	-8.43	6.67	36.07	4.98	11.46
Kotak Opportunities Fund	Sep-04	5.85	-9.12	-12.27	5.18	42.72	5.75	12.39
Reliance Regular Savings Equity	Jun-05	5.16	-10.24	-12.58	2.92	49.43	10.81	21.61
Reliance Equity Opportunities	Mar-05	4.85	-8.35	-11.31	9.70	62.12	16.26	13.97
Magnum Multiplier Plus	Mar-93	4.69	-11.77	-14.44	3.15	40.43	7.79	10.92
Tata Equity PE Fund	Jun-04	5.58	-7.85	-8.59	6.16	50.63	12.40	15.95
Templeton India Equity Income	May-06	3.43	-7.51	-4.50	13.07	50.67	11.81	—

Sector, Specialty & Tax Saving

Reliance Banking	May-03	7.71	-3.20	-5.74	36.16	72.38	25.32	27.30
Franklin FMCG	Mar-99	3.71	-5.71	-8.89	20.89	45.08	20.01	11.92
Franklin Pharma	Mar-99	3.16	-6.08	-0.39	11.61	69.58	32.86	15.78
Reliance Pharma	Jun-04	4.10	-7.79	-2.36	8.38	72.89	35.91	22.39
Canara Robeco Equity Tax Saver	Mar-93	4.11	-5.89	-9.58	9.27	54.36	17.03	16.26
Fidelity Tax Advantage	Feb-06	5.86	-5.22	-6.85	15.99	50.29	14.38	15.88
HDFC Tax saver	Mar-96	4.44	-7.12	-8.97	10.65	56.19	14.50	12.54

Midcap & Smallcap

Birla Sun Life Dividend Yield Plus	Feb-03	4.78	-7.70	-10.51	15.52	53.05	21.57	14.64
DSPBR Small and Mid Cap Reg	Nov-06	6.70	-9.37	-12.16	11.19	65.90	16.31	—
IDFC Premier Equity Plan A	Sep-05	4.42	-9.74	-13.21	11.78	56.40	15.96	20.61
IDFC Small & Midcap Equity	Mar-08	4.74	-7.01	-11.32	9.10	55.13	21.79	—
Principal Emerging Bluechip Fund	Nov-08	4.62	-14.59	-18.37	-2.97	58.58	—	—
Sundaram Select Midcap	Jul-02	6.01	-10.24	-13.06	6.19	62.84	13.71	14.34
UTI Dividend Yield	May-05	6.09	-5.43	-5.96	14.26	46.47	18.09	16.98
UTI Master Value	Jun-98	5.72	-8.34	-8.86	15.36	65.23	16.46	12.13

Hybrid: Equity Oriented

Funds	Launch	1 Week*	1 Month*	3 Months*	6 Months*	1 Year*	2 year**	3 Year**
Birla Sun Life 95	Feb-95	4.41	-3.35	-4.43	11.49	42.21	14.49	15.54
DSPBR Balanced	May-99	4.48	-4.41	-6.31	8.92	36.03	11.48	14.13
HDFC Prudence	Feb-94	4.45	-3.70	-5.00	15.77	53.65	18.13	17.02
Reliance Regular Savings Balanced	Jun-05	3.45	-8.20	-10.63	4.33	42.63	16.04	16.06

*Absolute ** Annualized.

Hybrid: Debt Oriented

Fund	Launch	1-Month*	3-Month*	6-Month*	1-Year*	2-Year**	3-Year**	5-Year**
Canara Robeco MIP	Apr-01	1.0378	0.3587	0.8512	6.4591	13.0722	10.7226	10.6176
HDFC MIP LTP	Dec-03	1.8262	-0.3274	0.1155	8.4831	20.3899	12.4339	10.8668
Reliance MIP	Dec-03	1.8236	-0.7043	-0.4259	6.6331	16.5478	14.6639	11.4762
Principal MIP Plus	Dec-03	1.3087	-1.6663	-1.3928	2.5972	11.9028	7.7348	8.7981
FT India Dynamic PE Ratio FoF	Oct-03	2.6931	0.007	0.5175	7.2854	30.7448	10.8059	13.7143

Debt Oriented & Ultra Short Term Debt Fund

Funds	Launch	1 Week*	1 Month*	3 Months*	6 Months*	1 Year*	2 year**	3 Year**
Birla Sun Life Dynamic Bond Ret	Sep-04	0.2515	0.7483	1.8006	2.5374	5.3191	6.7912	8.8014
BNP Paribas Flexi Debt Reg	Sep-04	0.3693	1.0585	1.389	1.5996	3.9004	6.5862	9.3494
Templeton India Short-term Income Ret	Jan-02	0.1217	0.6839	1.6669	2.5489	5.4964	8.2091	9.0641
Templeton India Income Opportunities	Dec-09	0.1457	0.6959	1.5617	2.4263	6.1915	—	—
BNP Paribas Money Plus Reg	Oct-05	0.1811	0.6652	2.046	3.7269	6.4419	5.8384	7.1167
Kotak Floater LT	Aug-04	0.1764	0.6891	2.0842	3.8306	6.5835	5.8861	6.9231

Dividends declared by equity and equity-oriented funds during the month of March 2011

Scheme name	Date	Dividend declared in Rs. Per unit
Sahara Taxgain (D)	01/03/2011	2.50
HDFC Tax Saver (D)	03/03/2011	6.00
Reliance NRI Equity Fund (D)	03/03/2011	2.50
DSP-BRTax Saver Fund (D)	04/03/2011	0.50
HDFC Top 200 Fund (D)	10/03/2011	4.00
Reliance Equity Oppor - IP (D)	11/03/2011	2.00
Reliance Equity Oppor - RP (D)	11/03/2011	2.00
Reliance RSF - Equity (D)	11/03/2011	2.00
Templeton (I) Equity Income (D)	11/03/2011	0.70
Can Robeco Eqty TaxSaver (D)	18/03/2011	1.00
DSP-BR Small & Mid Cap -RP (D)	18/03/2011	1.25
Franklin (I) Flexi Cap (D)	18/03/2011	1.50
IDFC Equity Fund - Plan A (D)	18/03/2011	1.00
Reliance Diver. Power - RP (D)	18/03/2011	1.50
Reliance Vision Fund - IP (D)	18/03/2011	4.00
Reliance Vision Fund - RP (D)	18/03/2011	4.00
SBI Magnum Tax Gain (D)	18/03/2011	4.00
Tata Dividend Yield Fund (D)	18/03/2011	1.00
HDFC Equity Fund (D)	22/03/2011	4.00
HDFC Long Term Equity Fund (D)	22/03/2011	1.00
IDFC Tax Advantage (ELSS) (D)	23/03/2011	1.00
Reliance Growth Fund - IP (D)	24/03/2011	4.00
Reliance Growth Fund - RP (D)	24/03/2011	4.00
Reliance Quant Plus - RP (D)	24/03/2011	2.50
DSP-BR Natural Resources-RP(D)	25/03/2011	1.50
ICICI Pru Growth (D)	28/03/2011	4.00
L&T Tax Advtg - Sr I (D)	28/03/2011	2.00
SBI Magnum Emerging Busi (D)	28/03/2011	2.50
ICICI Pru FMCG Fund (D)	29/03/2011	2.00
IDFC Premier Equity - A (D)	29/03/2011	2.40
IDFC Premier Equity - B (D)	29/03/2011	2.00
ICICI Pru Discovery Fund (D)	30/03/2011	1.50
Religare Tax Plan (D)	30/03/2011	0.75
Taurus Tax Shield (D)	30/03/2011	1.25
Birla SL Tax Relief 96 (D)	31/03/2011	4.00

Please check whether you have received dividend for the fund/s that you may have in your portfolio out of this list. In case, you do not maintain any portfolio statement, Wiseinvest Advisors can do that for you free of charge. Once we have the details, we would send you updated statement every month. You can contact our corporate office or any of the branches to avail of this free service.

Mutual funds, like securities investments, are subject to market and other risks. As with any investments in securities, the NAV of units can go up or down depending on the factors and forces affecting capital markets.



Managing risk and rewards is an art You can count on us to manage both for you

Relying on the past performance alone can be very tempting to invest in mutual funds. But for experts like us, it is just one of the parameters in the selection process. We go beyond performance and select funds that suit your needs and your risk profile. The key to mutual fund success is to invest in the right funds and in the right proportion. Besides, our research team is well equipped to track funds and ensure that your portfolio has the best funds at all times.

Wiseinvest Advisors an Investment Advisory firm that specializes in mutual funds. We follow a disciplined and transparent approach for building as well as monitoring your mutual fund portfolio. A monthly portfolio statement keeps you up-to-date. When you have a mutual fund expert just a phone call away, then why risk your life savings with someone who will learn how to invest with your money. Call any of our branches and you will experience a whole new world of mutual fund investing.

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Mutual Fund investments are subject to market risk, please read the offer document carefully before investing.

Why Gold should be a part of your Portfolio?

As we all know, diversification is an important aspect of an investment strategy as it allows an investor to maintain the right balance between asset classes of different correlations. However, many of us rely mainly on equities and debt instruments alone to achieve diversification in our portfolios. Though we Indians always fancy owning gold for various cultural and emotional reasons, not many of us consider it to be a part of the portfolio while deciding on the asset allocation. The truth, however, is that gold can be an integral part of the portfolio as it has a negative correlation with the other preferred asset classes such as equities and debt.

This is mainly because the fundamental factors that impact other asset classes don't affect gold considerably. The sources of demand for gold are far more diverse and that explains the independence of the gold prices as well as the robust demand over the years. A wide range of buyers like the jewellery sector, financial institutions, manufacturers of industrial products as well as various investment channels including coins and bars, futures and options as well as gold ETFs (Exchange Traded Funds) also make liquidity risk very low.

Clearly, there is a need for investors to achieve more effective diversification by including alternative investments such as gold in the portfolio. Besides, gold enjoys the reputation of being the protector of wealth against a monster called "inflation". In other words, gold has the potential to maintain its purchasing power over the longer term through both inflationary and deflationary periods. Besides, gold also has the potential to provide impressive returns over a sustained buoyant period, as is currently the case.

Gold is unique as it does not carry a credit risk. However, there are a few risks such as risk of price fluctuation. As regards the factors that impact the gold prices, demand and supply factors do not always have the same impact as they do on other commodities as gold has a hybrid nature. It can be said that gold is both a commodity as well as currency. Many countries, Central Banks and individual investors maintain gold in vast reserves. As a result, the price of gold is often dictated by its relative value to the currencies rather than just on demand and supply.

Some of the other factors that can influence gold prices are currency movements as well as oil prices. Indian gold demand is supported by cultural and religious traditions which are not directly linked to global economic trends.

A major issue for investors who may like to include gold in their portfolios is to choose the right way to invest in gold. For example, while holding physical gold has its own problems, buying gold futures has its own risks. Thankfully, today mutual funds offer investors a few effective choices that can eliminate many risks that one has to face while holding physical gold.

Firstly, there are Gold Exchange Traded funds (GETFs). An exchange traded fund with gold as its underlying asset is called Gold ETF. There are many advantages of investing in GETFs. For example, gold storage and other costs are shared with other investors. GETFs allow investment in gold in small denominations thereby allowing retail investors to participate. In the secondary market, the minimum lot is one unit. This allows an investor to accumulate units over time and take advantage of "averaging". Further, investing in paper gold is more tax efficient than investing in physical gold. Also, gold held in paper form is not liable for wealth tax.

GETFs bring in a level of transparency in gold transactions. These are passively managed funds and are designed to provide returns that would closely track the returns from physical gold in the spot market. An investor can buy and redeem the units through the stock exchanges.

Another option for investors to invest is through "fund of funds" launched by domestic mutual funds to invest in gold mining companies through an international fund. Investing in a scheme like this provides investors access to fund manager's expertise and active fund management, which is not available in GETFs. Also investing in gold mining companies offer investors the upside opportunity through organic/M&A growth as well as leverage the increasing price of gold. In other words, investors benefit as the profitability of gold mining companies increases with a rise in gold prices.

The most recent addition to these options is a new breed of open-ended "fund of funds" that invest in domestic gold ETFs. These funds allow investors to invest in gold ETFs without having a demat account and without having to approach a stock broker. Besides, those who intend to invest in Gold ETFs through a SIP route can do so in these funds, whereas Gold ETFs do not provide this facility. While Reliance Mutual fund was the first fund to launch this fund in February 2011, Kotak Mutual Fund too is launching a fund in this

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The investors will be bearing the recurring expenses of the scheme. In addition to the expenses of underlying Scheme. Sales in terms of storage. SMC charges apply.

Reliance Gold Savings Fund (An Open Ended Fund of Fund Scheme): The investment objective of the Scheme is to seek to provide returns that closely correspond to returns provided by Reliance Gold Exchange Traded Fund (RGETF). **Asset allocation Pattern:** Units of RGETF - 95 to 100%, Reverse repo and /or CBLO and/or short-term fixed deposits and/or Schemes which invest predominantly in the money market securities or Liquid Schemes* - 0 to 5%. *The Fund Manager may invest in Liquid Schemes of Reliance Mutual Fund. However, the Fund Manager may invest in any other scheme of a mutual fund registered with SEBI, which invest predominantly in the money market securities. **Load Structure: Entry Load - Nil. Exit Load - 2% -** If redeemed or switched out on or before completion of 1 year from the date of allotment of units, Nil thereafter. **Terms of issue:** The NAV of the Schemes will be calculated and declared on every Working Day. The Schemes provide sale / switch - in & repurchase /switch - out facility on all Business Days at NAV based prices. **RGETF is an open-ended Gold Exchange Traded Fund that tracks the domestic prices of gold through investments in physical Gold.** The investment objective is to seek to provide returns that closely correspond to returns provided by price of gold through investment in physical Gold (and Gold related securities as permitted by Regulators from time to time). However, the performance of the scheme may differ from that of the domestic prices of Gold due to expenses and or other related factors. **Asset Allocation Pattern:** Physical Gold or Gold Related Instruments as permitted by regulators from time to time - 90 to 100%. Money Market Instruments, Bonds, Debentures, Government Securities including T-Bills, Securitised Debt & other debt securities as permitted by regulators from time to time - 0 to 10%. **Load Structure -** Entry Load & Exit Load - Nil. **Terms of issue -** As the units of the scheme are listed on the Exchange, subsequent buying or selling (trading) by Unit holders can be made from the secondary market on all trading days. The minimum number of Units that can be bought or sold on the exchange is 1 (one) unit. **Statutory Details:** Reliance Mutual Fund has been constituted as a trust in accordance with the provisions of the Indian Trusts Act, 1882. **Sponsor:** Reliance Capital Limited. **Trustee:** Reliance Capital Trustee Company Limited. **Investment Manager:** Reliance Capital Asset Management Limited (Registered Office of Trustee & Investment Manager: "Reliance House" Nr. Mardia Plaza, Off. C.G. Road, Ahmedabad 380 006). The Sponsor, the Trustee and the Investment Manager are incorporated under the Companies Act 1956. The Sponsor is not responsible or liable for any loss resulting from the operation of the Scheme beyond their initial contribution of Rs.1 lakh towards the setting up of the Mutual Fund and such other accretions and additions to the corpus. **Risk Factors: Mutual Funds and securities investments are subject to market risks, and there is no assurance or guarantee that the objectives of the Scheme will be achieved. As with any investment in securities, the NAV of the Units issued under the Scheme can go up or down depending on the factors and forces affecting the securities market. Reliance Gold Savings Fund and Reliance Gold Exchange Traded Fund are only the names of the Schemes and do not in any manner indicate either the quality of the Scheme; its future prospects or returns. Past performance of the Sponsor/AMC/Mutual Fund is not indicative of the future performance of the Scheme. The Mutual Fund is not assuring that it will make periodical dividend distributions, though it has every intention of doing so. All dividend distributions are subject to the availability of distributable surplus in the Scheme. The NAV of the Scheme may be affected, inter alia, by changes in the market conditions, interest rates, trading volumes, settlement periods and transfer procedures. Being a Fund of Fund Scheme, it may be noted that the investors are bearing the risk and the recurring expenses of RGETF also. For detailed risk factors, please refer to the Scheme Information Document & Key Information Memorandum, which is available at all the DISC, Distributors and www.reliancemutual.com. Investors can also call at our call centre 1800-300-11111 (toll free) for more details. Please read the Scheme Information Document and Statement of Additional Information carefully before investing.**

Why Gold should be a part of...

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category. Considering the mass appeal of this product, many more mutual funds (MFs) can be expected to join the band wagon soon.

As is evident, MFs offer a variety of hassle free options for investors. Therefore, if you decide to include gold in your portfolio, make sure mutual funds are an integral part of your game plan.

((This article written by our CEO was published in moneycontrol.com on March 3, 2011).))

Wiseinvest at Investothon 2011



CNBC-TV18 in partnership with National Stock Exchange (NSE), India's largest stock exchange organized 'Investothon 2011', a unique marathon aimed at creating awareness on financial education by bringing together India's biggest and most revered wealth creators on a common platform on March 27, 2011 at the Bandra-Worli Sea Link, in Mumbai. As Wiseinvest Advisors too believes in empowering investors to build and safeguard their futures, the team Wiseinvest participated in 'Investothon 2011' will full zeal and fervour.

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Some of the portfolio holdings as on February 28, 2011.

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Performance Returns as on February 28, 2011 (Retail - Growth Option)

	1 Year	Since Inception
ICICI Prudential Focused Bluechip Equity Fund	15.93%	16.92%
S&P CNX Nifty (Benchmark Index)	8.30%	2.75%

Past performance may or may not be sustained in future



Returns are CAGR. Benchmark is S&P CNX Nifty. The allotment NAV has been taken as ₹ 10.00 for since inception returns. Inception date of the scheme is 23/05/2008. NAV of Retail Growth Option is considered for calculation of performance without considering load. The performance shown above is not necessarily indicative of future return and the same may not necessarily provide the basis for comparison with other investments. **Statutory Details:** ICICI Prudential Mutual Fund (the Fund) was set up as a Trust sponsored by Prudential plc (through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) and ICICI Bank Ltd. ICICI Prudential Trust Limited (the Trust Company), a company incorporated under the Companies Act, 1956, is the Trustee to the Fund. ICICI Prudential Asset Management Company Ltd (the AMC), a company incorporated under the Companies Act, 1956, is the Investment Manager to the Fund. ICICI Bank Ltd and Prudential Plc (acting through its wholly owned subsidiary namely Prudential Corporation Holdings Ltd) are the promoters of the AMC and the Trust Company. **Risk Factors:** All investments in Mutual Funds and securities are subject to market risks and NAV of the Schemes may go up or down depending upon the factors and forces affecting the securities market and there can be no assurance that the funds objectives will be achieved. Past performance of the Sponsors, AMC/Fund does not indicate the future performance of the Schemes of the Fund. The Sponsors are not responsible or liable for any loss resulting from the operation of the Schemes beyond the contribution of an amount of ₹ 22.2 lacs, collectively made by them towards setting up the Fund and such other accretions and additions to the corpus set up by the Sponsors. ICICI Prudential Focused Bluechip Equity Fund (IFFBEF) (erstwhile ICICI Prudential Focused Equity Fund) is an open-ended equity scheme that seeks to generate long-term capital appreciation and income distribution to unitholders from a portfolio that is invested in equity and equity related securities of about 20 companies belonging to the large cap domain and the balance in debt securities and money market instruments. The Fund Manager will always select stocks for investment from among Top 200 stocks in terms of market capitalization on the National Stock Exchange of India Ltd. If the total assets under management under this scheme goes above ₹ 1000 crores the Fund Manager reserves the right to increase the number of companies to more than 20. However, there can be no assurance that the investment objective of the scheme will be realized. **Entry Load:** N/A. **Exit Load:** (i) if the amount sought to be redeemed or switched out is invested for a period of up to one year from the date of allotment - 1% of the applicable NAV; (ii) if the amount sought to be redeemed or switched out is invested for a period of more than one year from the date of allotment - Nil. **Investments in the scheme may be affected by trading volumes, settlement periods, volatility, price fluctuations and risks such as liquidity, derivative, market, currency, concentration, lending & borrowing, credit & interest rate.** IFFBEF is only the name of the scheme and does not in any manner indicate either the quality of the Scheme or its future prospects and returns. Mutual Fund investments are subject to market risks. Please read the Scheme Information Document and Statement of Additional Information carefully before investing. **Disclaimer:** The stock(s) mentioned in this advertisement do not constitute any recommendation of the same and the Scheme may or may not have any future position in these stock(s). ICICI Prudential Mutual Fund or ICICI Prudential Asset Management Co. Ltd. does not warrant the soundness or quality of the said stock(s). This is not a recommendation to buy or sell any of the stock mentioned in this advertisement.

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