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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 continued their south bound journey through the month of January 2011. While the BSE Sensex shed around 10.86%, the mid-cap and small cap indices were down by 12.76% and 13.89% respectively. In fact, Sensex fell to its lowest levels in nearly five months as investors dumped stocks on several concerns. Clearly, some of the fundamental headwinds like rising interest rates, surging inflation, political uncertainty, current account deficit and not so encouraging performance of India Inc have taken a heavy toll on the markets. FIIs, the primary driver of the markets, net sold Indian shares worth ₹ 6330 crore during the month. This was the first time since May 2010 that FIIs turned net sellers of Indian shares in a particular month. Lack of support from domestic players, such as mutual funds and insurance companies also hurt the market sentiment.



There are inflationary pressures in India and the government will have to focus on supply-side management to tackle food inflation. To control surging inflation, the Reserve Bank of India (RBI) at its quarterly policy review on January 25, 2011 raised repo rate by 25 basis points to 6.5% and the reverse repo rate by 25 basis points to 5.5% with immediate effect. But, the Central Bank held the Cash Reserve Ratio steady at 6%. As high food inflation persists, the prospect of it spilling over to the general inflation process is rapidly becoming a reality. The RBI lifted its headline inflation projection for March 2011 to 7% from 5.5% previously. The RBI expects inflation to resume its moderating trend in the first quarter of 2011-12. The RBI stuck with its 8.5% GDP growth forecast for the current fiscal year, but with an upside bias.

Though the picture looks a little gloomy, we believe that fundamentally the structural India growth story remains intact. We also believe that the current downturn is only a corrective phase as there is a crisis of confidence in the market at present. Long-term investors will do well to continue to have faith in equities and stay invested. Those who are investing systematically should continue the process as they will benefit from averaging.

Warm regards,

Hemant Rustagi
Chief Executive Officer

Wiseinvest
With YOU, in meeting
FINANCIAL CHALLENGES

Address to be affixed here

The Stock Market performance during January 2011.

Indices	3rd January 2011	31st January 2011	Change in (%)
Sensex	20561.05	18327.76	-10.86%
MIDCAP	7873.18	6868.35	-12.76%
SMLCAP	9845.05	8477.82	-13.89%
BSE-100	10715.23	9569.01	-10.70%
BSE-200	2545.49	2270.22	-10.81%
BSE-500	8001.48	7128.29	-10.91%

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Kotak Tax Saver is an open-ended equity linked savings scheme. Investment Objective: To generate long-term capital appreciation from a diversified portfolio of equity related securities and enable investor to avail the income tax rebate. Risk Factors: Mutual Fund 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. Amount invested in the scheme shall be subject to a lock-in of 3 years irrespective of whether the investments would be eligible for tax benefit or not. The above does not constitute an advice or a representation. Investors are requested to seek professional advice in this regard. Kotak Tax Saver is only the name of the scheme and do not in any manner indicate either the quality of the schemes, future prospects or returns. Statutory details: Kotak Mahindra Mutual Fund is a Trust created by Trust Deed dated 1882. Investment Manager: Kotak Mahindra Asset Management Company Ltd. Sponsor: Kotak Mahindra Bank Ltd. Liability: 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

UTI Master Value Fund

Investment Objective

UTI Master Value is an open-ended equity fund investing in stocks which are currently under valued to their future earning potential and carry medium risk profile to provide 'Capital Appreciation.

The fund is managed by Mr. Anoop Bhaskar. The fund has a corpus of ₹ 689.47 crores as on 28.01.2011.

Investment Strategy

The fund invests in a portfolio of stocks which are under valued relative to their peers in the respective sectors but are fundamentally strong companies. The fund manager uses fundamental analysis to select investments. This encompasses analysis of each company's financial condition, its relative industry standing, as well as market and economic conditions. Though the investment mandate of the fund may lead to a portfolio skewed towards mid-cap 'value' stocks, it maintains fair diversification across stocks and sectors at all times.

Top 10 sector as on December 31, 2010

Sector	Percentage (%)
Banks	15.07
Consumer Non Durables	11.91
Pharmaceuticals	8.05
Industrial Products	7.00
Petroleum Products	5.95
Automobiles	5.72
Fertilisers	5.05
Cement	4.21
Chemicals	4.20
Industrial Capital Goods	2.95
Gas Utilities	2.82
Non - Ferrous Metals	2.68
Software	2.66
Power	2.35
Auto Ancillaries	2.28

Performance as on January 28, 2011

Fund	1 Year*	2 Year**	3 Year**	5 Year**
UTI Master value	18.73	64.38	8.86	11.97
BSE Sensex	12.81	40.97	0.44	13.26

*Absolute ** Annualised. Past performance may or may not be sustained in future.

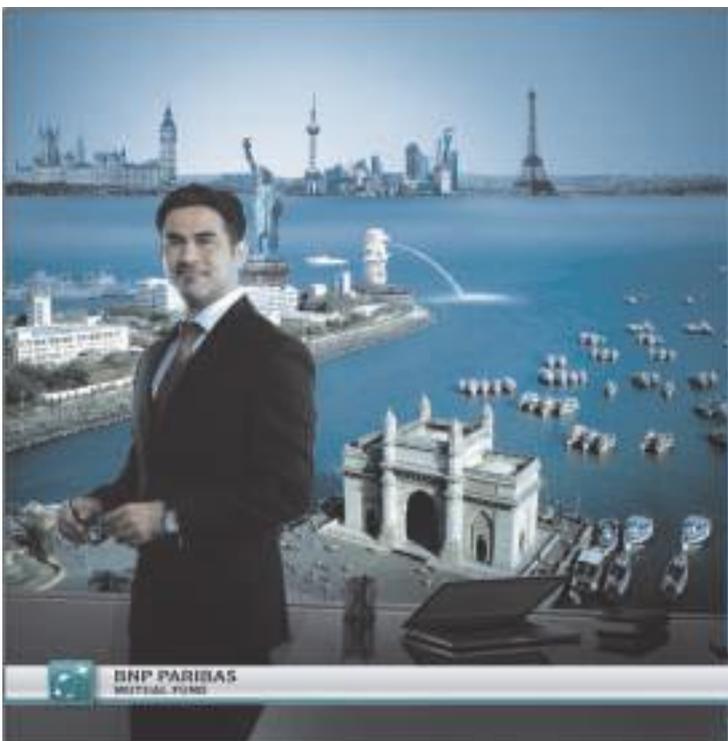
Top 10 holdings as on December 31, 2010

Company Name	% of Corpus
ICICI Bank	5.60
Lupin	3.41
Birla Corporation	3.16
Tata Motors	2.92
Reliance Industries	2.86
Navneet Publications	2.77
GSFC	2.49
Clariant Chemicals	2.46
Rallis India	2.28
Vesuvius India	2.25
Others	69.98
Total	100

Our recommendation

Being a value fund, UTI Master Value fund has the potential to be a good addition to a well diversified portfolio. Though the fund has a high beta on account of a mid-cap tilt, it has the potential to perform better than plain vanilla diversified funds as it aims to invest in inexpensive stocks. Besides, its philosophy of making stock selection on value parameters such as dividend yield and PE helps the fund manager in performing well. The fund is ideally suited to investors who are looking to invest in a fund that can help in enhancing overall portfolio return, however, to achieve that they have the ability to withstand higher volatility at times.

To know more about this fund and/or to invest in this fund, please call any of our offices. The contact details have been provided on page 6.



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BNP Paribas Mutual Fund. A part of the global network of 50 investment centres. Combining in-depth local market knowledge with the expertise gained from managing investments throughout numerous market cycles across the world. Seeking to set new standards for the way Mutual Funds are managed in India. BNP Paribas Mutual Fund, for those who seek to get the best from their investments.

* IPE Top 400, June 2010 (figures per December 2009). ** S&P (AA). Long Term Credit Rating

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Performance of Select Funds

Data as on January 28, 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 Plan A	Aug-02	-7.55	-8.40	1.34	13.25	46.08	6.66	19.01
Canara Robeco Equity Diversified	Sep-03	-5.58	-7.69	-0.07	15.76	52.57	7.37	15.86
DSPBR Top 100 Equity Reg	Mar-03	-6.44	-7.30	3.28	13.48	39.03	6.51	18.66
DSPBR Equity	Apr-97	-7.09	-11.55	0.92	14.77	46.48	7.71	19.72
Fidelity Equity	May-05	-7.12	-8.71	1.00	20.47	49.26	6.89	17.48
Fidelity India Growth	Oct-07	-7.30	-8.23	1.54	20.26	50.39	7.56	—
Franklin India Flexi Cap	Mar-05	-6.68	-9.58	2.10	16.28	48.97	4.81	14.77
HDFC Equity	Jan-95	-6.92	-9.36	3.65	24.42	63.15	12.11	19.18
HDFC Top 200	Oct-96	-7.26	-9.09	2.70	20.15	53.59	10.49	19.36
ICICI Prudential Focused BluechipI	May-08	-6.48	-7.46	4.54	20.67	50.30	—	—
ICICI Prudential Discovery	Aug-04	-5.90	-8.10	0.66	17.47	71.21	14.85	16.52
Kotak 50	Dec-98	-8.03	-9.73	-0.88	11.34	35.55	-0.76	14.13
Kotak Opportunities Fund	Sep-04	-8.90	-13.31	-1.97	11.19	42.81	-2.30	15.24
Reliance Regular Savings Equity	Jun-05	-7.78	-12.21	-1.18	11.45	54.72	3.53	24.08
Reliance Equity Opportunities	Mar-05	-8.02	-10.37	0.59	23.82	64.12	8.58	17.51
Magnum Multiplier Plus	Mar-93	-9.88	-14.76	-5.15	9.65	43.58	0.59	14.52
Tata Equity PE Fund	Jun-04	-7.57	-9.80	0.66	10.89	52.29	5.56	17.41
Templeton India Equity Income	May-06	-4.26	-4.09	11.13	23.17	57.75	10.59	—

Sector, Specialty & Tax Saving

Reliance Banking	May-03	-8.70	-17.10	6.02	37.46	63.41	13.89	25.11
Franklin FMCG	Mar-99	-5.69	-7.07	0.45	26.83	43.52	17.46	14.53
Franklin Pharma	Mar-99	-3.65	-2.06	7.99	31.50	70.29	34.63	18.15
Reliance Pharma	Jun-04	-5.57	-3.35	3.01	28.58	74.54	31.96	23.66
Canara Robeco Equity Tax Saver	Mar-93	-6.15	-8.88	-0.27	18.13	54.07	10.51	18.25
Fidelity Tax Advantage	Feb-06	-7.22	-8.93	0.96	22.29	50.93	7.88	—
HDFC Tax saver	Mar-96	-6.86	-9.57	1.49	19.24	56.66	8.09	14.03

Midcap & Smallcap

Birla Sun Life Dividend Yield Plus	Feb-03	-7.07	-12.87	-0.23	22.19	51.85	15.33	15.38
DSPBR Small and Mid Cap Reg	Nov-06	-9.29	-15.55	-1.48	17.82	64.48	7.13	—
IDFC Premier Equity Plan A	Sep-05	-8.88	-12.94	-2.29	16.98	59.17	8.59	23.66
IDFC Small & Midcap Equity	Mar-08	-7.79	-12.93	-3.03	17.68	57.77	—	—
Principal Emerging Bluechip Fund	Nov-08	-10.53	-15.44	-5.34	7.89	65.63	—	—
Sundaram Select Midcap	Jul-02	-9.54	-15.86	-1.92	11.34	61.16	4.86	18.02
UTI Dividend Yield	May-05	-5.94	-7.31	5.00	21.56	47.18	12.73	18.35
UTI Master Value	Jun-98	-8.50	-12.54	-0.28	18.73	64.38	8.86	11.97

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	-4.59	-6.11	1.45	16.09	41.04	8.22	16.73
DSPBR Balanced	May-99	-5.27	-8.54	1.14	12.07	35.03	7.52	16.07
HDFC Prudence	Feb-94	-4.72	-7.22	2.49	21.41	53.60	11.46	18.47
Reliance Regular Savings Balanced	Jun-05	-6.19	-9.47	0.36	17.09	46.28	12.00	16.63

*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	-0.5593	-0.5402	2.3183	8.2786	13.0969	8.3126	11.5743
HDFC MIP LTP	Dec-03	-1.3965	-1.4366	2.6344	9.4341	20.5654	10.1264	11.1629
Reliance MIP	Dec-03	-1.6525	-1.4903	1.7844	6.8032	16.0843	12.9452	11.4273
Principal MIP Plus	Dec-03	-1.9691	-1.9319	0.2416	3.0779	12.1564	6.0334	8.9229
FT India Dynamic PE Ratio FoF	Oct-03	-1.7219	-1.618	2.9188	9.1551	31.2582	7.8381	15.1718

Debt Oriented & Ultra Short Term Debt Fund

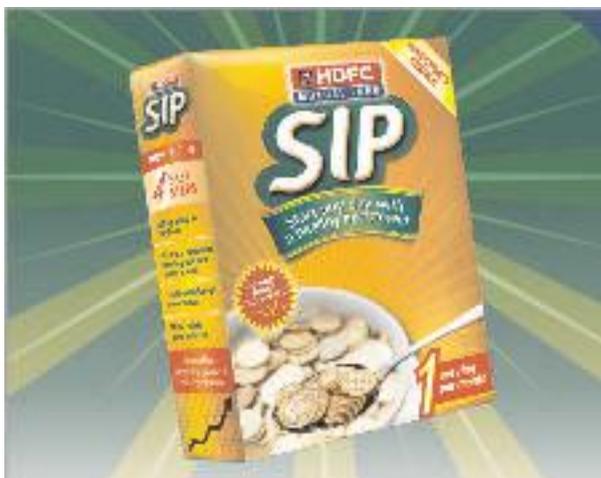
Funds	Launch	1 Week*	1 Month*	3 Months*	6 Months*	1 Year*	2 year**	3 Year**
Birla Sun Life Dynamic Bond Ret	Sep-04	0.0422	0.3963	1.159	2.3081	5.3044	6.7033	8.8967
BNP Paribas Flexi Debt Reg	Sep-04	-0.1446	-0.1079	0.4592	0.8752	3.2356	7.6973	9.3803
Templeton India Short-term Income Ret	Jan-02	0.1036	0.4759	1.0728	2.2684	5.3257	8.3461	8.6676
Templeton India Income Opportunities	Dec-09	0.0926	0.4143	0.8527	2.228	6.3327	—	—
BNP Paribas Money Plus Reg	Oct-05	0.157	0.6759	1.8298	3.3354	5.8059	5.8466	7.0796
Kotak Floater LT	Aug-04	0.1519	0.6764	1.8791	3.3551	5.9392	5.7781	6.8689

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

Scheme name	Date	Dividend declared in Rs. Per unit
Sundaram PSU Opportunities (D)	07/01/11	1.00
Tata Equity P/E Fund (TO-A5%) (D)	10/01/11	1.75
Birla SL India GenNext (D)	14/01/11	1.00
Birla Sun Life Midcap Fund -A (D)	14/01/11	2.00
Franklin India Tax Shield (D)	14/01/11	4.00
Fidelity Equity Fund (D)	17/01/11	1.50
Can Robeco Eqty TaxSaver (D)	21/01/11	2.00
Franklin India Bluechip (D)	21/01/11	4.50
Religare Tax Plan (D)	21/01/11	2.00
Edelweiss ELSS Fund (D)	24/01/11	2.00
ICICI Pru Focused Bluechip Eqty (D)	25/01/11	0.75
IDFC Imperial Equity -A (D)	25/01/11	2.00
IDFC Imperial Equity - B (D)	25/01/11	2.00
Kotak 50 (D)	27/01/11	2.00
Edelweiss Absolute Return Fund (D)	28/01/11	0.17
SBI Magnum Equity Fund (D)	28/01/11	3.50

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 your 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.



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Opt for Smart Tax Saving options

Every tax payer knows that he would be paying a certain amount of tax during the year. However, despite knowing it, not many plan for it. No wonder, there is invariably a scramble to make last minute tax savings investments rather than following a disciplined approach of investing throughout the year. As we have entered into the last quarter of the current financial year, many tax payers would be making tax savings investment during this period. Tax payers would do well to be careful while deciding where to invest or else they could end up taking impulsive decisions.

There are many investment options under section 80C of the Income Tax Act, 1961 that enable tax payers to reduce their taxable income upto a maximum of ₹ 1 lakh. Some of the prominent options are contributions to Employees Provident Fund (EPF), Public Provident Fund (PPF), National Savings Certificate (NSC), and Bank Fixed Deposit for tenure of 5 years, Equity Linked Savings Schemes (ELSS), Life Insurance Premium and Principal component of the EMI for housing loan. Besides, an additional ₹ 20,000/- investment in Infrastructure bonds is allowed as deduction under section 80CCF.

Before deciding on how much to invest in different options, one must consider compulsory savings like EPF and prior commitment towards LIC premiums. Another important point to know is that each one of the tax savings options has a mandatory lock-in. However, the period varies from option to option. For taxpayers who do not mind conservative returns to ensure safety of the principal amount, investment in PPF, Bank FDs, NSCs can be the likely options. Amongst all these safer options, PPF scores over others as one that not only earns a fixed return of 8% but also one is not liable to pay any tax on it. However, there are limitations too. Firstly, it has a maturity period of 15 years. Secondly, there is a cap on the maximum amount that one can invest in it i.e. ₹ 70,000/- every year.

However, for those who would like to get positive real rate of returns i.e. return minus inflation over time and wouldn't mind taking commensurate risk to achieve this, ELSS can be an ideal investment option. ELSS is the best example of an investment option that provides a very simple way of investing in the stock market and save taxes while doing so. Under ELSS, one can invest upto ₹ 1 lakh and save taxes.

As a product category, it has given decent returns over the years. While, the past performance alone should not be the sole criteria for making an investment, the fact remains that over a period of time equities have the potential to provide better returns compared to other instruments. Needless to say, being equity oriented funds; these schemes carry all the risks that are associated with an equity investment. However, a three years lock-in period ensures that one of the major risks i.e. volatility over the short term, is handled efficiently.

Another notable feature is the tax efficiency in terms of returns earned through them. It is important considering that ELSS also aims to distribute income by way of dividend periodically depending on the distributable surplus. As per

the current tax laws, an equity fund investor is not only entitled to earn tax free dividend but also the long-term capital gains are not taxable. ELSS is governed by the guidelines issued by the government. These guidelines have specified the minimum amount to be ₹500/- and thereafter in multiples of ₹ 500/-.

As regards the investment pattern, these schemes have to invest at least 80% of the corpus in equity and equity related instruments. However, each of the fund houses launching ELSS can decide its own investment strategy. Therefore, the portfolio composition becomes a major deciding factor while selecting a tax savings scheme.

Simply put, it is crucial to have a closer look at the scheme's exposure to different segments of the market i.e. large, mid and small cap before investing in it. Though, the past performance cannot be ignored, it is equally important to analyze the risk taken by the fund manager in achieving those returns. If the portfolio composition and the investment philosophy of the fund take you beyond your acceptable risk taking capacity, you would be better off investing in ELSS that has a well balanced portfolio and has a consistent performance track record.

The table below highlights the portfolio composition as well as the performance track record of some of the prominent ELSS.

Scheme Name	Launch	Market Capitalization - % of portfolio			Performance as on Jan 7, 2011			
		Large	Mid	Small	1-Year*	2-Year**	3-Year**	5-Year**
Franklin India Index Tax	Feb-01	99.38	0.62	—	11.84	40.83	-2.4	14.63
Birla Sun Life Tax Relief '96	Mar-96	62.04	24.35	13.61	8.2	49.48	-7.24	15.29
HDFC Tax saver	Mar-96	60.02	33	6.96	20.39	55.94	4.77	16.15
Kotak Tax Saver	Oct-05	59.69	21.85	16.02	12.05	42.37	-7.58	12.05
Fidelity Tax Advantage	Jan-06	76.83	14.38	7.42	23.69	53.18	4.83	—
Canara Robeco Tax Saver	Mar-93	67.25	20.9	11.85	19.4	51.56	5.87	21.08
Sundaram BNP Paribas Tax saver	Nov-99	63.62	26.3	8.47	5.67	38.08	-1.44	16.29

*Absolute ** Annualised.

Many investors make the mistake of not including tax savings investments as a part of their overall investment process. As a result, they end up investing in a haphazard manner and that reflects in the performance of the portfolio. Hence, one needs to strategize one's tax saving investments and rely on smart options like ELSS to get the best results.

Unfortunately, with the implementation of new Direct Tax Code from April 1, 2012, the ELSS will cease to exist. It would be a pity as ELSS has emerged as a great option for the first time investors to learn the ropes of equity investing. So make the most of it while it is there.

(This article written by our CEO was published on www.moneycontrol.com)

The tax benefits are as per the current Income Tax laws & rules and any other law for the time being in force. Investors are advised to consult their tax advisors before investing in the scheme. **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. **Reliance Tax Saver (ELSS) Fund (An Open ended Equity Linked Savings Scheme):** The primary objective of the scheme is to generate long-term capital appreciation from a portfolio that is invested predominantly in equity and equity related instruments. **Load:** Entry Load - Nil, Exit Load - Nil, however units are subject to lock in period of three years. **Asset Allocation:** Equity and equity related securities: 100 - 80%, Debt and Money Market Instruments: 20 - 0%. The NAV of the Scheme will be calculated and declared on every Working Day. The scheme provides sale / switch - in & repurchase /switch - out facility (subject to lock in period of 3 years) on all Business Days at NAV based prices. **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 capital markets. Reliance Tax Saver (ELSS) Fund is only the name of the Scheme and does not in any manner indicates 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. Investment in Reliance Tax Saver (ELSS) Fund is subject to lock in period of 3 years from the date of allotment of units. The NAV of the Scheme may be affected, interalia, by changes in the market conditions, interest rates, trading volumes, settlement periods and transfer procedures. 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. For details of scheme features apart from those mentioned above and for scheme specific risk factors, please refer to the Scheme Information Document and KIM cum application form which is available at all the DSC / Distributors / www.reliancemutual.com. Please read the Scheme Information Document and Statement of Additional Information carefully before investing.

What is the right way to benefit from a SIP?

Systematic Investment Plan (SIP) is the best option for those who are looking to build up their capital over the longer term and are not familiar with equity markets. It is a proven fact that a steady saving and investing plan helps pursue financial goals. What SIP really means is that you invest a fixed sum at a pre-determined interval. When you invest a fixed amount, such as ₹ 5000/- a month, you buy fewer units when the NAV is high, and more units when the NAV is low. Besides, you take advantage of the fact that over a period of time stock markets generally go up, so your average cost price tends to fall below the average NAV. This “averaging” ensures that you buy at different levels, not just the top.

On the other hand, when you make a lump sum investment, in a way you end up timing the market. Therefore, to avoid volatility in the short-term one has to be very sure about the timing being right. But remember, even experts find it difficult to time the market successfully on a regular basis. Therefore, even when you invest a lump sum, follow the process of investing on a regular basis rather than making it one-time activity.

Here are some important things to remember about SIP:

- Decide how much you want to invest at each interval. Remember, you will need to choose an amount that you will be comfortable investing regularly over the long term.
- Decide how often you want to invest - each month or each quarter.
- Invest the same amount each period. Continue investing if the market falls or rises.
- Maintain a long-term perspective. Ignore the day-to-day fluctuations in the market. Keep investing over longer period of time to give your money a chance to grow as the economy grows.

Tax Savings Bhi! Tarakki Bhi!!



ICICI Prudential Tax Plan

A fund that provides tax savings and aims for capital appreciation

An Open Ended Equity-linked Savings Scheme

Performance Returns as on December 31, 2010 (Growth Option)

	1 Year	2 Year	5 Year	Since Inception
ICICI Prudential Tax Plan	24.11%	4.88%	15.50%	26.90%
S&P CNX Nifty (Benchmark Index)	17.85%	-0.02%	16.86%	14.27%

Past performance may or may not be sustained in future



Tax deductions upto the limits specified under Section 80C of the Income Tax Act is applicable on an investment under ELSS. The performance shown above is not necessarily indicate of future returns and may not necessarily provide a basis for comparison with other investments. The allotment NAV has been taken as ₹ 10 for since inception returns. NAV of growth option is considered for computation of return without considering load. **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 the 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 fund's 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 Tax Plan** (An open-ended Equity Linked Saving Scheme. Objective is to generate long term capital appreciation through investments made primarily in equity/equity related securities of the companies). Investments in the scheme may be affected by trading volumes, settlement periods, volatility, price fluctuations, liquidity risks, market risk, currency risk for investments in foreign securities, lending & borrowing risks. Risks associated with investing in Securitised Debt, credit & interest rate risks relating to debt investment. Entry Load: Nil. Exit Load: Nil. ICICI Prudential Tax Plan 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 Scheme carefully before investing.

WISEINVEST ADVISORS PVT. LTD.

• Corporate Office:

605, “D Wing”, 6th Floor, Crystal Plaza, New Link Road, Andheri (W), Mumbai - 400 053. Tel : 6528 1507/09

Fax : 2673 2671. E-mail : information@wiseinvestadvisors.com

• Branches:

Fort : 107, Vikas Building, Above Jimmy Boy Restaurant, 11, N.G.N. Vaidya Marg, Fort, Mumbai- 400 023. Tel: 6524 5333/34, 2263 2329

Fax: 2263 2330. E-mail : information3@wiseinvestadvisors.com

Thane : Aishwarya Laxmi, Shop No. 4, Opp. Namdeo Wadi Hall, Maharshi Karve Road, Thane (W) - 400 602. Tel : 6592 7051/52

Fax : 2539 1306. E-mail : information1@wiseinvestadvisors.com

www.wiseinvestadvisors.com

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