

December, 2015

Price ₹ 2

Volume 9, Issue 12

A Monthly Publication from Wiseinvest Advisors Private Limited

# WEALTHWISE®

**Wiseinvest®**  
With YOU, in meeting  
FINANCIAL CHALLENGES

Inside	Pg No.
Debt Market Outlook	2
Equity Outlook	3
Performance Of Select Funds	4
Why You Should Look Beyond Past Performance?	5
It's Time To Embrace Financial Planning	6

## Wealthwise

“Wealthwise” is a monthly publication brought to you by Wiseinvest Advisors, which is a quality investment advisory firm that specializes in mutual funds. Our CEO, Hemant Rustagi, is a well known personal finance expert. He brings with him an experience of more than 25 years in this field. He regularly writes articles for major national dailies and business magazines as well as appears as a personal finance 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 ten 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. All you need to do is to just call up any of the branches or email your requirements at [information@wiseinvestadvisors.com](mailto:information@wiseinvestadvisors.com) and our professional advisors will do the rest.

Dear Investor,

In a desperate bid to get GST passed, the Prime Minister reached out to the Congress leadership. The government needs Parliament approval for the GST Bill in the ongoing Winter Session to roll out the new indirect tax regime, as planned, from April 1, 2016. The BJP's loss in the recent Bihar elections seems to have worked as a wake-up call for the government which explains its urgency to reach out to different opposition parties for a consensus. The GST is positive for the economy as it would streamline taxes and result in substantial savings for the manufacturing sector. The government also relaxed foreign investment rules in 15 sectors such as civil aviation, banking, defence, retail and broadcasting as well as eased the process for approval of FDI. The hope of some concrete outcome from the winter session of the Parliament kept the market in good mood in the last few days of the month.



However, the pace of FII flows into India remains slow. FII inflows at ₹ 21,860 crore so far has been slowest in the last 13 years. By November, India had witnessed an inflow of ₹ 96,018 crore in 2014, ₹ 97,050 crore in 2013 and ₹ 1,03,272.10 crore in 2012. As long as uncertainty over US rate hike remains, the FII inflows are likely to remain muted. However, if the government manages to get GST passed and the US Fed action gets over in December, FII inflows into Indian markets are likely to improve.

The RBI is likely to hit the pause button in its policy review meeting on December 1, 2015. It may be recalled that RBI effected more than expected rate cut of 50 basis points in its last credit policy review in September 2015 to spur the economy. The retail inflation stood at 5 percent in October, while the one based on WPI contracted to 3.8 percent during the month. The 7th pay commission recommended a 23.55 percent increase in the salary, allowances and pension for central government employees and pensioners. While the increase in disposable income of government employees and pensioners will help revive consumer demand, the fiscal burden of ₹ 1.02 lac crores could further hamper the government's ability to push capital expenditure.

2015 has so far turned out to be a tough year for equity fund investors. However, it is heartening to see investors remaining committed to their asset allocation and time horizon by continuing their investment process uninterrupted. Needless to say, investments made during these volatile times will help them improve their portfolio returns over time. The fact that increasing number of investors adopting the strategy of investing through SIP in equity funds augurs well for their investment process as well as for the markets.

Warm regards,

*Hemant Rustagi*

**Hemant Rustagi**  
Editor

Address to be affixed here

## The Stock Market Performance During November 2015.

Indices	2nd November 2015	30th November 2015	Change in (%)
Sensex	26,559.15	26,145.67	-1.56
MIDCAP	10,983.25	10,989.76	0.06
SMLCAP	11,292.20	11,636.49	3.05
BSE-100	8,181.72	8,082.02	-1.22
BSE-200	3,398.32	3,365.29	-0.97
BSE-500	10,654.82	10,580.88	-0.69

We identify the most promising sectors, to optimise your investments.

INVEST WITH THE EXPERTS  
INVEST IN **KOTAK SELECT FOCUS**



Kotak Select Focus monitors the market trends and switches your investment among the performing sectors, accordingly. Thus, it helps you power your portfolio and achieve your investment goals. Invest in Kotak Select Focus today and reap the benefits of investing with the experts.

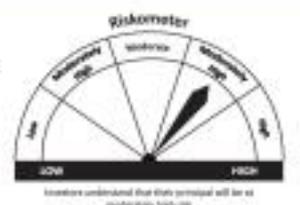
Invest Now  
SMS: SELECT to 5676788 | Call: 1800222626 | [assetmanagement.kotak.com](mailto:assetmanagement.kotak.com)

**Kotak Select Focus** - This product is suitable for investors who are seeking\*

- Long term capital growth
- Investment in portfolio of predominantly equity & equity related securities generally focused on a few selected sectors.

\*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.

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



Connect with us on [Twitter](#) [Facebook](#) [LinkedIn](#)

## Debt Market Outlook



Indian interest rates have been on the decline. Calendar year 2015 has seen a cumulative of 125 bps (1.25%) cut in benchmark interest rates. In that, the 50 bps rate cut by RBI in September 2015 came as a welcome surprise to the market. To some extent, this shows RBI's willingness to act within windows of opportunity provided the enabling factors are in place.

It must be well appreciated that RBI has been indicating its willingness to pursue accommodative monetary policy provided certain conditions are met. RBI in its earlier policy statement in August 15 had highlighted issues of monsoon paucity, inflation trajectory, the impending US Fed rate action; and the rate transmission within the banking system as the future determinant of further rate cuts.

We did face a drought this year, but it was well anticipated and therefore did not surprise the market and the policy makers. The supply management and the high base effect had ensured that the prices remained subdued on year on year basis. The banks had also begun the initial attempts at rate transmission to the end users.

The series of rate cuts we have witnessed so far is likely to give impetus to growth and persuade banks to transmit the aggregate 125 bps repo rate at a faster pace. The scope and size of rate cuts in 2015 has sizably reduced the cost of capital and created an enabling environment to stimulate growth, demand and investment cycle. This will also likely help reduce asset quality pressure on banks. The government promptly announced the review of the small savings rate framework, which indicates rising consensus between policy makers to bring down the interest rates in the economy.

RBI may now increasingly focus towards rate transmission and towards mitigating impact of external risks. The prompt reduction of 40 bps in base rate by SBI, which was followed by other banks, is indicative of the rising pressure for rate transmission. We believe that the general interest rate in the economy may be on decline.

Now, if the government is able to open up the supply bottlenecks for investment, production and trade (GST, land bill, deregulation) we may see

reduction in the inflation risk further which will increase the room for further rate cuts into 2016.

Inflation (read CPI) may see a short uptrend from hereon due to exhaustion of the high base effect and due to agri-supply issues. However, if the government initiative to stem the inflation, especially in the pulses, is able to restrict the price pressure - and the CPI trends well below RBI's inflation threshold - then further rate cuts in 2016 could be coming sooner. Moreover, the gradual increase in Foreign portfolio Investor (FPI) limit in Central government and State government bonds by around ₹ 1700 billion is a positive for the fixed income market.

The possibility of US Fed rate hike in December 2015 meeting exists. However, the long build up and the ensuing volatility has ensured that most of the impact is already priced in. As such, the hike may also be predicated with many contingencies and interspersed with confidence building statements to enable smooth transition in the policy.

For investors, the opportunity in the fixed income funds has been made available in both the duration and the accrual funds. The long term inflation in India is on the downward trajectory as the infrastructure spends and supply investments kick in. As a result, the inflation and the yields both will likely trend downwards over years. Thus, for long term debt investors the favourable interest rate cycle in India is likely to continue.

Fixed income investments have been a rewarding experience over the past years if one sticks to an investment discipline. Rear view driving is relevant when on roads. However, on investment roads, referring to past returns to make an investment for future seldom helps. Key is to engage with an investment advisor and do independent assessment of various markets trends and try to be ahead of markets. Staying away from herd mentality is one of the key to success.

### Ms. Lakshmi Iyer

Chief Investment Officer (Debt) & Head Products  
Kotak Mahindra Asset Management Co. Ltd.

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



**Get the confidence to scale higher,  
with a little bit of precaution.**

Birla Sun Life  
**'95 Fund**

(An Open ended Balanced Scheme)

Call 1-800-270-7000

sms GAIN to 567679

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

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

Premium SMS charges apply.

**Birla Sun Life '95 Fund** (An Open ended Balanced Scheme)  
**This product is suitable for investors who are seeking\*:**

- long term capital growth and income
- investment predominantly in equity and equity related securities as well as debt and money market instruments
- high risk  **(BROWN)**

\*Investors should consult their financial advisors, if in doubt about whether the product is suitable for them.

**Mutual Fund:** Birla Sun Life Mutual Fund. **Asset Management Company/Investment Manager:** Birla Sun Life Asset Management Company Ltd.  
CIN: U65991MH1994PLC080811. **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.**

Note: Risk is 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

## Equity Outlook



Indian equities continue to be attractive, the recent volatility notwithstanding, which can be primarily attributed to global developments like expected rate increase in the US etc. In fact over the last 6 months Indian equities have been amongst the least impacted markets globally. India's relative out performance can be attributed to the strong fundamentals like falling inflation, lower oil prices, deficit control, falling subsidy burden and the reasonable improvement on the reforms & growth front.

In a global environment where growth is scarce, deflationary concerns are abound and interest rates are trending upwards, India provides a rare favorable blend of high and rising growth, supportive inflation and downward interest rate trajectory. The current environment should help Indian companies in improving their earnings growth, eventually to be recognized by markets both due to the inherent earnings growth and possible PE re-ratings.

We are focused on domestic recovery themes like urban discretionary, short cycle capex etc. which can gain meaningfully from the expected economic recovery. Consumer sentiment for the discretionary spend is expected to improve given the festive season coupled with tailwinds of lower inflation. Short cycle capex segments like Engineering, Power transmission etc. are witnessing improvement on order flows especially in roads and faster execution schedule.

We believe Indian equities offer an attractive investment opportunity given that the earnings are at a cyclical low with many enablers in place which can allow for a recovery. Further given the low earnings base, future earning shifts can be meaningful enhancing shareholder returns.

### Current Opportunity

While the equity markets have rallied over the last couple of years there has been huge performance divergence across the market capitalization range as enumerated hereunder:

Index Name	Index Levels		Absolute Returns (%)
	27-Nov-15	27-Nov-13	
S&P BSE Sensex	26128	20420	13
S&P BSE 100	8078	6064	15
S&P BSE MID CAP	10985	6223	33
S&P BSE SMALL CAP	11546	5994	39

(Source: Bloomberg. Past performance may or may not be sustained in future)

During this period the Mid & Small cap space have significantly outperformed the Large Cap indices, after muted growth in the preceding few years where the markets were polarized towards large cap space on heightened risk aversion.

We believe the companies with established businesses, leaders in their respective industries, scalable business models etc. are well positioned to benefit significantly from the current favorable market conditions.

### Sailesh Raj Bhan

Deputy CIO –Equities

Reliance Capital Asset Management Ltd.

### Disclaimer

The information herein is meant only for general reading purposes and the views being expressed only constitute opinions and therefore cannot be considered as guidelines, recommendations or as a professional guide for the readers. The document has been prepared on the basis of publicly available information, internally developed data and other sources believed to be reliable. The sponsor, the Investment Manager, the Trustee or any of their directors, employees, affiliates or representatives ('entities & their affiliates') do not assume any responsibility for, or warrant the accuracy, completeness, adequacy and reliability of such information. Recipients of this information are advised to rely on their own analysis, interpretations & investigations. Readers are also advised to seek independent professional advice in order to arrive at an informed investment decision. Entities & their affiliates including persons involved in the preparation or issuance of this material, shall not be liable in any way for any direct, indirect, special, incidental, consequential, punitive or exemplary damages, including on account of lost profits arising from the information contained in this material. Recipient alone shall be fully responsible for any decision taken on the basis of this document.

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

## Power of SIP

It is a well known fact that regular investment through SIP in equity funds can produce amazing results. Of course, the key is to continue this process uninterruptedly for the defined time horizon. The table below highlights, how an investment of ₹ 10000 per month in different funds has grown over 5, 10 & 15 Years. Data as on Nov 30, 2015. SIP - 10th of every Month.

Scheme Name	Date of Launch	Investment Amount Per Month (₹)	5 Years			10 Years			15 Years		
			Total Investment (₹ in lacs)	Current Value (₹ in Lacs)	Return % (XIRR)	Total Investment (₹ in lacs)	Current Value (₹ in Lacs)	Return % (XIRR)	Total Investment (₹ in lacs)	Current Value (₹ in Lacs)	Return % (XIRR)
Birla Sun Life Equity Fund	Aug-98	10000	6	9.61	19.50%	12	24.89	14.17%	18	104.02	21.33%
BNP Paribas Equity Fund	Sep-04	10000	6	9.20	17.67%	12	23.64	13.20%	-	-	-
DSP BlackRock Top 100 Equity Fund	Mar-03	10000	6	7.95	11.56%	12	22.19	12.00%	-	-	-
Franklin India Prima Plus Fund	Sep-94	10000	6	9.74	20.09%	12	27.76	16.23%	18	113.67	22.13%
HDFC Equity Fund	Jan-95	10000	6	8.59	14.79%	12	25.57	14.68%	18	118.04	22.56%
ICICI Prudential Value Discovery Fund	Aug-04	10000	6	11.09	25.62%	12	36.06	21.13%	-	-	-
L&T Equity Fund	May-05	10000	6	8.72	15.41%	12	24.85	14.14%	-	-	-
Reliance Equity Opportunities Fund	Mar-05	10000	6	9.73	20.05%	12	30.61	18.07%	-	-	-
SBI Magnum Global Fund	Sep-94	10000	6	10.92	24.93%	12	31.34	18.51%	18	152.13	25.44%
ICICI Prudential Top 100 Fund	Jul-98	10000	6	8.41	13.93%	12	22.72	12.44%	18	77.59	17.78%
Kotak 50 Fund	Dec-98	10000	6	8.68	15.22%	12	22.56	12.31%	18	87.11	19.10%

Past Performance may or may not be sustained in future.

As with any investments in securities, the NAV of units can go up or down depending on the factors and forces affecting capital markets.

# Performance Of Select Funds

Data as on November 27, 2015

## EQUITY FUNDS

### Diversified

Fund	Launch	1-Month*	3-Month*	6-Month*	1-Year*	2-Year**	3-Year**	5-Year**
Axis Equity Fund	Jan-10	-1.96	1.34	-0.73	-2.12	20.29	17.61	11.02
Birla Sun Life Frontline Equity Fund	Aug-02	-2.68	0.43	-1.82	0.86	24.06	18.61	11.97
Birla Sun Life Equity Fund	Aug-98	-2.82	-0.21	-0.62	4.22	30.75	21.78	11.31
BNP Paribas Equity Fund	Sep-04	-1.54	0.61	-1.76	5.22	26.38	20.14	14.02
Canara Robeco Equity Diversified	Sep-03	-1.90	0.62	-1.76	-0.19	21.48	14.96	11.02
Franklin India Prima Plus Fund	Sep-94	-2.11	0.71	0.08	7.25	31.91	21.87	14.65
HDFC Equity Fund	Jan-95	-2.12	0.87	-1.79	-5.03	26.08	17.71	9.32
HDFC Top 200 Fund	Sep-96	-2.07	1.17	-2.09	-5.60	21.83	15.25	8.70
ICICI Prudential Dynamic Fund	Oct-02	-1.27	4.44	-2.95	-2.40	19.75	17.41	11.32
ICICI Prudential Focused Bluechip	May-08	-1.57	1.48	-0.79	-0.83	21.26	17.08	12.00
Kotak 50 Regular Plan	Dec-98	-2.84	1.02	-0.20	3.93	24.10	16.86	10.09
Kotak Select Focus Fund Regular Plan	Sep-09	-2.22	0.74	1.28	4.99	30.91	22.27	13.51
L&T Equity Fund	May-05	-2.51	-0.27	-3.26	0.91	25.73	18.32	10.50
Reliance Top 200 Fund - Retail Plan	Aug-07	-1.59	0.12	-1.37	1.24	30.09	19.31	12.39
Religare Invesco Contra Fund	Apr-07	-1.48	2.06	0.49	4.71	35.64	22.58	13.31
SBI Bluechip Fund	Feb-06	-1.00	1.50	0.84	7.68	28.55	20.81	13.29
UTI Opportunities Fund	Jul-05	-3.72	-1.66	-5.89	-5.52	18.66	13.38	10.63

### Sector, Specialty & Tax Saving

Canara Robeco F.O.R.C.E Fund	Sep-09	-1.95	1.04	-1.64	4.97	28.84	17.51	12.63
ICICI Prudential Infrastructure Fund	Aug-05	-1.99	-1.14	-2.99	-2.63	27.47	14.87	5.82
Reliance Banking Fund	May-03	0.24	-6.71	-2.54	4.60	28.40	16.93	7.52
Reliance Pharma Fund	Jun-04	-6.62	-1.32	7.97	16.36	37.38	29.64	21.43
Axis Long Term Equity Fund	Dec-09	-3.11	-2.12	-1.32	7.58	34.97	27.81	19.37
HDFC Tax saver Fund	Mar-96	-0.81	1.37	-2.06	-4.41	25.65	18.29	9.74
IDFC Tax Advantage (ELSS) Fund	Dec-08	-0.23	-2.45	-4.47	7.12	26.58	20.95	13.14
Reliance Tax Saver Fund	Sep-05	-0.70	2.05	-4.28	-1.91	40.11	24.17	15.84

### Midcap & Smallcap

Franklin India Smaller Companies Fund	Jan-06	-0.18	3.73	3.40	13.17	48.34	34.94	21.37
HDFC Mid-Cap Opportunities Fund	Jun-07	-1.20	0.26	0.82	8.88	41.16	28.26	18.61
ICICI Prudential Value Discovery Fund	Aug-04	0.13	2.20	1.03	8.96	41.25	28.62	18.44
IDFC Premier Equity Fund - Regular	Sep-05	0.65	0.79	-0.12	10.60	34.90	23.31	16.53
SBI Magnum Global Fund	Sep-94	-2.74	-1.39	-0.40	11.52	37.39	26.68	18.39
L&T India Value Fund	Jan-10	-0.58	3.13	6.54	13.85	44.06	30.07	16.75
Reliance Equity Opportunities Fund	Mar-05	-1.48	0.66	-0.80	0.19	31.92	20.28	15.05
Religare Invesco Mid N Small Cap Fund	Mar-08	-1.32	0.86	-0.09	7.84	39.63	27.75	18.60

## HYBRID

### Equity, Debt Oriented & Multi Asset Class

Birla Sun Life 95 Fund	Feb-95	-1.45	1.37	0.77	5.11	25.92	18.71	12.25
Canara Robeco Balance Fund	Feb-93	-0.04	3.65	3.27	7.55	27.24	18.18	13.50
HDFC Balanced Fund	Sep-00	-1.68	1.13	1.12	5.35	28.02	20.60	14.33
HDFC Prudence Fund	Feb-94	-0.88	2.11	1.72	0.49	27.27	18.11	11.86
ICICI Prudential Balanced Advantage	Dec-06	-0.64	2.18	2.98	7.17	19.46	16.30	13.77
ICICI Prudential Balanced Fund	Nov-99	-0.96	1.98	0.78	3.59	24.81	19.56	14.87
L&T India Prudence Fund	Jan-11	-0.77	1.53	2.82	11.01	28.68	21.99	—
Reliance Regular Savings Fund	Jun-05	-0.41	3.00	3.78	6.49	27.68	17.81	12.01
SBI Magnum Balanced Fund	Dec-95	-0.90	1.81	1.39	9.04	26.76	20.54	13.03
Tata Balanced Fund - Regular Plan	Oct-95	-1.63	-0.42	-1.09	8.42	29.24	20.30	14.97
Axis Triple Advantage Fund	Aug-10	-2.58	-2.02	-2.83	1.02	8.09	5.61	7.52
Franklin India Dynamic PE Ratio Fund	Oct-03	-1.24	1.54	1.60	5.29	16.35	12.03	9.57
Kotak Equity Savings Fund - Regular	Oct-14	-0.87	0.92	1.94	6.07	—	—	—

### Arbitrage Funds

ICICI Prudential Equity Arbitrage Fund	Dec-06	0.51	1.52	3.09	7.63	8.19	8.81	8.77
IDFC Arbitrage Plus Fund - Regular	Jun-08	0.21	1.54	2.94	6.98	7.47	7.89	7.80
Kotak Equity Arbitrage Fund Regular	Sep-05	0.46	1.58	3.23	7.68	8.43	8.61	8.51
Religare Invesco Arbitrage Fund	Apr-07	0.52	1.61	3.25	7.77	7.91	7.98	8.06

### International Funds

Franklin India Feeder Franklin US Opp.	Feb-12	5.20	3.39	2.51	13.18	12.23	24.36	—
ICICI Prudential US Bluechip Equity	Jul-12	3.86	3.15	0.27	3.39	9.33	20.20	—
JP Morgan Europe Dynamic Equity	Feb-14	0.91	-0.90	-2.47	4.81	—	—	—

## GOLD

### Fund of Funds

Fund	Launch	1-Month*	3-Month*	6-Month*	1-Year*	2-Year**	3-Year**	5-Year**
Kotak Gold Fund Regular Plan	Mar-11	-5.42	-3.21	-6.69	-6.08	-10.82	-9.83	—
Reliance Gold Savings Fund	Mar-11	-6.10	-3.76	-7.31	-6.01	-10.82	-9.62	—

## DEBT

### Income, Short Term & Ultra Short Term Funds

Funds	Launch	1 Week*	1 Month*	3 Months*	6 Months*	1 Year*	2 year**	3 Year**
Birla Sun Life Short Term Opp. Fund	May-03	0.07	0.32	1.86	4.04	8.66	10.03	10.02
Birla Sun Life Dynamic Bond Fund	Sep-04	-0.28	-0.49	1.86	3.80	10.29	11.47	10.00
Kotak Income Opportunities Fund	May-10	0.14	0.51	2.10	4.62	9.01	9.96	9.16
Religare Invesco Short Term Fund	Mar-07	-0.04	0.10	1.77	3.76	7.83	8.53	7.90
Religare Invesco Bank Debt Fund	Dec-12	0.08	0.14	1.73	3.61	7.07	7.97	—
Reliance Regular Savings Fund	Jun-05	0.08	0.47	2.07	4.31	8.90	9.98	9.30
SBI Magnum Income Fund	Nov-98	-0.25	-0.61	1.60	3.09	8.12	9.10	7.88
L&T Income Opportunities Fund	Oct-09	0.03	0.69	2.53	4.93	9.82	10.71	8.91
BNP Paribas Flexi Debt Fund	Sep-04	-0.23	-0.50	1.71	3.11	9.12	10.24	9.77
BNP Paribas Money Plus Fund	Oct-05	0.11	0.52	1.95	4.12	8.41	8.48	8.42
Kotak Treasury Advantage Fund	Aug-04	0.13	0.64	2.00	4.28	8.70	9.16	9.06
L&T Ultra Short Term Fund	Oct-97	0.13	0.64	2.03	4.17	8.52	8.69	8.62
UTI Short Term Income Fund	Jun-03	-0.01	0.34	2.20	4.21	8.70	9.68	9.43
Kotak Banking and PSU Debt Fund	Dec-98	0.13	0.51	2.02	4.26	8.75	9.19	9.37

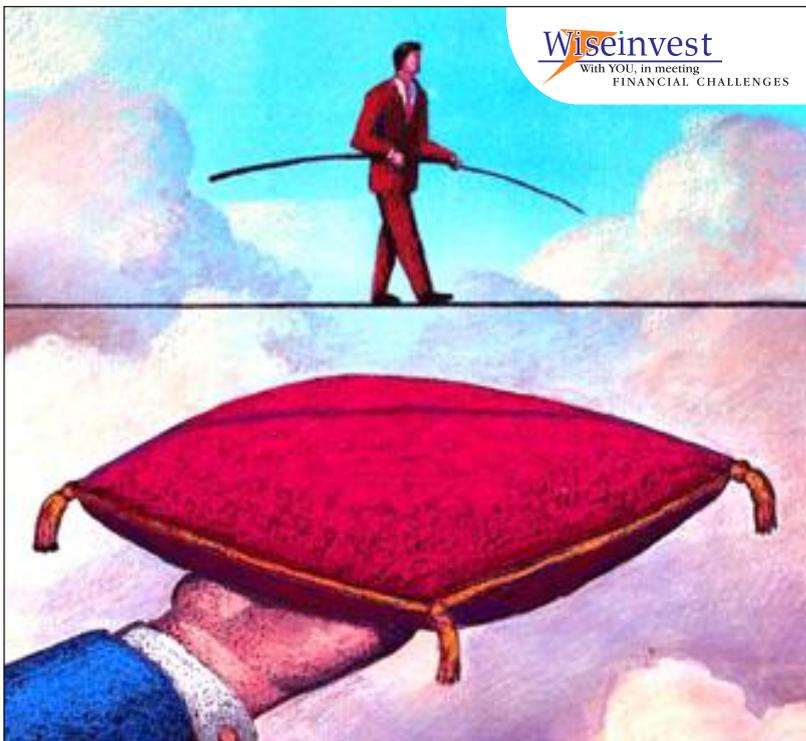
\*Absolute \*\* Annualised. Past performance may or may not be sustained in future.

## Dividends declared by equity and equity-oriented funds during the month of November 2015

Scheme name	Date	Dividend declared in ₹ Per unit
Birla Sun Life Index Fund (D)	02/11/2015	3.20
Tata Balanced Fund - Regular (MD)	03/11/2015	0.45
Can Robeco Eqty TaxSaver (D)	06/11/2015	1.00
HSBC Equity Fund (D)	10/11/2015	3.70
HSBC India Opportunities (D)	10/11/2015	1.50
HSBC Midcap Equity Fund (D)	10/11/2015	2.50
Shriram Equity & Debt Opp -Reg (D)	14/11/2015	1.15
Peerless Equity Fund (D)	16/11/2015	2.50
UTI Mastershare (D)	16/11/2015	2.80
UTI SPREAD Fund (D)	16/11/2015	0.07
DSP-BRTax Saver Fund (D)	20/11/2015	0.45
Kotak Classic Equity - Regular (D)	20/11/2015	0.50
SBI Magnum Multicap Fund (D)	20/11/2015	2.90
ICICI Pru Balanced Adv (MD)	20/11/2015	0.08
ICICI Pru Balanced Fund (D)	20/11/2015	0.15
Religare Invesco Dynamic Equity (D)	23/11/2015	0.13
L&T Tax Advantage (D)	24/11/2015	1.20
L&T India Prudence Fund (D)	24/11/2015	0.11
Edelweiss Prudent Advantage Fund (D)	26/11/2015	0.10
JPMorgan India Equity Fund (D)	26/11/2015	0.25
BNP Paribas Dividend Yield (D)	27/11/2015	0.10
Can Robeco Emerg-Equities (D)	27/11/2015	2.20
Canara Robeco Large Cap+ (D)	27/11/2015	1.25
ICICI Prudential Multicap Fund (D)	27/11/2015	1.85
Birla SL Enhanced Arbitrage-RP (D)	30/11/2015	0.06
Birla Sun Life Equity Fund (D)	30/11/2015	10.00
Birla SL (I) Opportunities (D)	30/11/2015	3.00
Birla SL India Reforms Fund (D)	30/11/2015	1.30
Religare Invesco Banking - RP (D)	30/11/2015	3.20

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.



## 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.

- Corporate Office:** 202, Shalimar Morya Park, New Link Road, Andheri West, Mumbai 400053. Tel: 26732676 / 77. Fax: 26732671. E-mail: information@wiseinvestadvisors.com
- Branches:** Fort : 107, Vikas Building, Above Jimmy Boy Restaurant, 11, N.G.N. Vaidya Marg, Fort, Mumbai - 400 001. 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

CIN No.: U74140MH2003PTC142921

www.wiseinvestadvisors.com

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



## It's Time To Embrace Financial Planning

Financial planning is the process of making informed money management decisions to secure your future. Financial planning helps to achieve financial goals and meet personal priorities, taking into consideration available resources, responsibilities, risk appetite and lifestyle. A financial plan lays down the allocation of savings across various asset classes to achieve an appropriate risk-reward balance.

### Do you need a financial plan?

All individuals and families regardless of age or income need a financial plan so that they know that they are saving enough for retirement, education funds or a new home. A financial plan gives you the discipline necessary to save money. A qualified and experienced financial planner can help you plan your investments so that you get the best returns for your risk level by spreading your investments into the different asset classes as well as investment options.

Wiseinvest Advisors is a SEBI registered Investment Adviser (Registration No. INA000000664). To maintain an arm's length distance between our Advisory and Execution services, we have set up a separate department named Investment Adviser Department (IAD).

We can help you achieve your goals by providing comprehensive fee based financial planning and making recommendations of financial products that suit your requirements the most. Our mission is to help you overcome uncertainty and take control of your finances and move confidently towards achieving your goals. The basis of fee calculation is the complexity of the engagement.

Remember, financial planning doesn't have to be an intimidating process. We have qualified and experienced advisers who can make financial planning a simple and fruitful process for you.

### Our process:

- Step 1:** The first meeting provides an opportunity for you and us to get to know each other. You also get an opportunity to decide whether we have the capability to fulfill all your requirements.
- Step 2:** Establish a clear understanding of your goals and objectives as well as analyze your current situation. We have a discussion to determine what you want to achieve with your wealth.
- Step 3:** Determine your risk profile through discussion and a psychometric test. This enable us to find out how much risk you would like to and need to take to achieve your goals.
- Step 4:** Develop your unique financial plan. This will also include the recommended asset allocation and various investment options that suit your needs. While doing this, we also analyze your current investments. We present a final version of your customized financial plan so that you're positioned to move forward.
- Step 5:** Implement the investment plan. There would be no obligation on you to choose Wiseinvest Advisors to implement the recommendations made in the financial plan.
- Step 6:** We'll meet regularly to proactively address changes in your circumstances, as well as those in the markets, economy and taxes.

**If you are keen to start the process of financial planning, you can get in touch with Investment Advisers either at our Andheri or Fort office.**



Choose a fund which strives for growth, balanced with safety.

Invest in a fund that offers the benefits of both worlds!

Here are some of the advantages of the Balanced Advantage Fund:

- Invests in both equity and debt instruments
- Allocates your investments as per changing market conditions
- Provides tax-free returns if invested for a year or longer<sup>#</sup>
- Aims to provide month-on-month tax-free dividends<sup>§</sup>

## ICICI Prudential Balanced Advantage Fund

An Open Ended Equity Fund



TARAKKI KAREIN!

To know more, visit [www.iciciprurf.com](http://www.iciciprurf.com)

<sup>#</sup> As per prevailing tax laws, returns earned after one year are tax-free.

<sup>§</sup> Distribution of dividends is subject to approval from Trustees and availability of distributable surplus.

This product is suitable for investors who are seeking\*:

- Long term wealth creation solution.
- An equity fund that aims for growth by investing in equity and derivatives.

HIGH RISK  
(BROWN)

\* Investors should consult their financial advisers 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.

### WISEINVEST ADVISORS PVT. LTD.

(CIN No.: U74140MH2003PTC142921)

#### Corporate Office:

202, Shalimar Morya Park, New Link Road, Andheri West, Mumbai 400053. Tel : 26732676 / 77

Fax : 2673 2671. E-mail : [information@wiseinvestadvisors.com](mailto:information@wiseinvestadvisors.com)

#### Branches:

**Fort :** 107, Vikas Building, Above Jimmy Boy Restaurant, 11, N.G.N. Vaidya Marg, Fort, Mumbai - 400 001. Tel: 6524 5333 / 34, 2263 2329

Fax: 2263 2330. E-mail : [information3@wiseinvestadvisors.com](mailto: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](mailto:information1@wiseinvestadvisors.com)

[www.wiseinvestadvisors.com](http://www.wiseinvestadvisors.com)

**DISCLAIMER:** All reasonable care has been taken to ensure that the information contained herein is neither misleading nor untrue at the time of publication, but we make no representation as to its accuracy or completeness. All information is provided without any liability whatsoever on the part of Wiseinvest Advisors Private Limited.

**RISK FACTORS:** Mutual funds, like securities investments, are subject to market and other risks and there can be no assurance that the scheme's objectives will be achieved. As with any investments in securities, the NAV of units can go up or down depending on the factors and forces affecting capital markets. Please read the offer document before investing.

Edited, Published and Printed by Mr. Hemant Rustagi, on behalf of **Wiseinvest Advisors Pvt. Ltd.** from 202, Shalimar Morya Park, New Link Road, Andheri West, Mumbai 400053 at **AdvantEdge Offset Printers**, K-7 Rizvi Park, SV Road, Santacruz (W), Mumbai 400 054. Design by **Mosaic Design**. Copyright reserved © 2007. All rights reserved in favour of Wiseinvest Advisors Pvt. Ltd.