

# WEALTHWISE®

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With YOU, in meeting  
FINANCIAL CHALLENGES

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## 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 twelve 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 offices or email your requirements at [information@wiseinvestadvisors.com](mailto:information@wiseinvestadvisors.com) and our professional advisors will do the rest.

Dear Investor,

Indian equities have surged to record highs during three years of Narendra Modi government. The benchmark Sensex and Nifty indices have rallied 26 and 31 percent respectively during this period. The Sensex scripted history as it breached the 31,000 mark for the first time. The BSE mid-cap and small- cap indices have gained 72 percent and 69 percent respectively.



The macro-economic situation has improved considerably. The implementation of GST is likely to boost GDP as well as increase the international competitiveness of Indian companies. The capital markets too witnessed significant measures in the form of more clarity in tax regime for foreign portfolio investors and amendment in tax treaties with Singapore and Mauritius.

Of course, the journey to record highs has had lot of ups and downs. The foreign investors turned negative on account of several domestic as well as international factors such as surge in the dollar, rate hikes by the US Fed, a slowdown in Chinese economy, uncertainty surrounding impact of demonetization on India economy and subdued domestic earnings. However, domestic investors i.e. both institutional and retail contributed significantly to the surge in the stock market. As the trend of domestic savings moving towards financial assets is likely to accelerate going forward, their contribution to the growth of stock market will continue. The robust inflows from FIIs after union budget 2017-18 indicates that they have once again turned positive on India.

There is no doubt that Indian economy and the stock market will continue to do well for many years to come. Let's not forget that India is the fastest growing economy in the world today. Considering that the growth rate is still lower than what was registered for a prolonged period after 2003, there is ample scope for the economy to grow at a healthy rate. The government remains committed to its initiatives such as Swachh Bharat, Skill India, Digital India, Make in India, Housing for all by 2022 and financial inclusion through Jan Dhan and Aadhar. All these can be expected to create a strong base for the economy to grow at a much faster pace.

It is evident that equity, as an asset class, is likely to perform well over the next few years. Therefore, make sure that exposure to equity funds in your portfolio is in line with your long-term goals.

Warm regards,

**Hemant Rustagi**  
Editor

Address to be affixed here

## The Stock Market Performance During May 2017.

Indices	2nd May 2017	31st May 2017	Change in (%)
Sensex	29,921.18	31,145.80	4.09
MIDCAP	14,855.34	14,625.29	-1.55
SMLCAP	15,420.80	15,080.21	-2.21
BSE-100	9,690.97	9,928.65	2.45
BSE-200	4,091.68	4,165.52	1.80
BSE-500	13,006.66	13,199.15	1.48

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# Here's What Can Hold You Back From Being A Successful Investor

All of us want our investments to grow manifold. However, very few can claim to be happy with their efforts as an investor. That's because many investors either don't plan their investments or fail to implement their plan effectively and that compels them to make haphazard decisions. Then, there are those investors who allow their emotions to drive their investment decisions. Needless to say, they invariably fail to make their money work for them.

Therefore, the moot question is how can investors achieve investment success on a consistent basis. It is important for every investor to remember that although investing money successfully may sound like a complex process, in reality it is a simple process that requires one to follow a disciplined approach. In fact, investors falter time and again either because of certain bad investing habits or following certain misconceptions that do not allow them to achieve investment success on a consistent basis. Here's is what comes in their way and how they need to avoid these tricky situations.

## Delay investing

Many investors delay the start of their investment process either because of lack of knowledge or believing that they do not have enough money to start investing. The fact is that one can start investing with as little as Rs.1000 and invest in well diversified investment vehicle like mutual fund wherein professional fund managers manage their money. In fact, delaying investment process can cost them dearly. For example, if a 30 year old investor makes an investment of Rs.5000 per month thru SIP in equity funds till retirement i.e. for 30 years, he can expect to create a corpus of Rs.1.77 crore ( at an assumed annualized returns of 12 %). However, if the process is delayed by 10 years i.e. money is invested for 20 years , the expected corpus would be around Rs. 50 lacs.

## Timing the market

It is a proven fact that there is not right or wrong time to start investing. However, many investors still believe that timing the market is the best

strategy to make higher returns. Hence, they wait on the sidelines for a steep fall so that they can invest at the lowest levels and book profits when market moves up. As a result, they miss out on a number of opportunities to make handsome returns. A case in point is a rise of 500 points in Sensex a day after announcement of recent state election results. Only those who were already invested benefited from that. In fact, those who have been waiting on the sidelines for a fall may feel compelled now to invest at a much higher level than if they had followed a disciplined process of investing regularly.

## Lack of efforts to become financially aware

A sound investment advice can help investors in getting the best results from their investments. Therefore, it pays to take help of a qualified investment advisor. However, having an advisor doesn't mean that one should not make efforts to educate himself/herself about various aspects of investment process. A well informed investor can keep advisor on his toes and ensure that investment decisions are driven by keeping his interest in mind. Fortunately, there is so much information available in print and electronic media as well as on internet that can make investors aware enough to ensure that their head-earned money is put to work in the right manner.

## Failing to act

There are investors who keep thinking about making investments but fail to take any action. Every time investors miss an opportunity to earn handsome returns, they vow to start investing so that they don't miss out on the next such opportunity. However, they continue to wait on the sidelines and pay a heavy price. Then there are investors who invest majorly in traditional options like bank deposits and small savings schemes but often complain about lower returns. When they are advised to invest in market linked products offered by mutual funds, they sound convinced but often fail to move their investments into mutual fund products. Investors will do well to understand the pros and cons of investing in different investment options and act by investing in what suits them the best and can give them positive real rate of return overtime.



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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

**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.

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# Debt Outlook



Post the RBI decided to stay on hold in terms of repo rate and reduced the policy corridor, all eyes were on Federal Reserve's May decision which also did not throw up any surprises. The Chairperson decided to stay on hold in the May policy but given the commentary, the odds for a rate hike in June rose to 94%. (Source: Bloomberg)

## Domestic Growth

Various high frequency indicators have recovered from their demonetization lows but are still a fair distance away from their local peaks. IIP growth for Feb'17 contracted on account of both consumer and capital goods. There are issues with this IIP data which is marred by a couple of one offs. The comforting news is, the re-based IIP series should become available to us in this month. This re-basing exercise is expected to boost IIP prints and address various concerns around the construction of the index. Core IIP for Mar'17 improved to 5% yoy growth from 1% in Feb on account of all the 8 constituent sectors doing better than the previous month. April however has been rather lackluster, PMI manufacturing and services both expanded but at slow pace. The passenger vehicle sales data on the other hand continued with robust growth rates in April as well. So, we are still getting mixed responses in the growth data bag hinting at a sluggish recovery at best. (Source: Bloomberg)

## Inflation

As unfavorable base effects dominated in case of CPI inflation, it rose from 3.65% in Feb to 3.81% in March even as food inflation remains unchanged as higher fuel inflation drove the increase. Going forward, we expect CPI to meaningfully over achieve Q1FY18 CPI inflation estimate to 4.2% and eventually over achieve the full year estimate of 4.75%. In case of WPI, with adverse base effects fading, headline wholesale inflation moderated a tad to 5.7% from 6.55%. FY17 CPI inflation averaged @ 4.5% about 40bps lower than FY16 average. WPI inflation for FY17 stood at 3.6% v/s -2.5% in FY16 as adverse base effects and sequential improvement in global commodity prices came into play. WPI series is also likely to undergo base revision soon and become more internationally comparable. (Source: Bloomberg)

## External Trade

The trade deficit for March widened to 10.4bn\$ on account of higher gold and oil imports, while oil imports were basically a function of increase in price, the increase in gold imports did take us by surprise. FY17 trade deficit stood at 106bn\$ down from 118bn\$ seen in last year. Exports grew @ 5% while imports saw a 2% yoy growth. CAD for FY17 looks to be under 15bn\$ down from ~22bn\$ in FY16. (Source: Ministry of commerce)

## Other Developments

An important development was the minutes of the monetary policy committee meeting wherein one of the MPC members suggested a preemptive rate hike citing concerns around higher inflation and narrowing output gap. This added further hawkish bias to yields. But at the same time, another MPC member talked of average CPI inflation for FY18 to be ~4.25% as against RBI's own estimate of 4.75% and also talked of falling core CPI inflation and tapering of transmission from non-core to core CPI inflation. Looks like our divergent view has found a taker in the MPC. (Source: RBI)

Another important forecast was that of normal South West monsoon for 2017. Not that there is any strong negative correlation between food inflation and monsoon rainfall (especially ever since the govt. has started to undertake astute food management) but this news should offer some welcome comfort to the policymakers and market participants. (Source: IMD)

## Portfolio Positioning

We saw further slowdown in Trump trade as the tax proposal unveiled by Treasury failed to convince markets. More details on it would be unveiled over the summer and would be a market mover. However, in absence of any concrete reassurance on that front, the needle on the "Trump Trade" didn't move during the month. Global yields traded in a range bound manner. We saw a retracement in commodity prices with Crude breaking the \$50/bbl levels. (source: Bloomberg)

Local yields spiked higher during the month and traded largely in a range as market was mostly caught between an improving inflation/macro outlook and hawkish minutes from the RBI. The flow from FPIs continued during the months as Indian macro compare well with its global peers. Currency continued to be well behaved, holding on to the gains post February.

Domestic inflation continues to be benign as per our expectation as "core-core" inflation continued to behave well. We expect this trend to continue further towards RBI's medium term target. RBI's and Govt's continued commitment to this as evident in RBI's policy action only increases the probability of such eventuality. Given this view we continue to be biased towards duration. The risk to this view emanates primarily from global, as any unexpected actions either on the economic or geopolitical front can have repercussions on our currency and rates. Hence we remain on vigilant on this front while positioning our funds in line with our view.

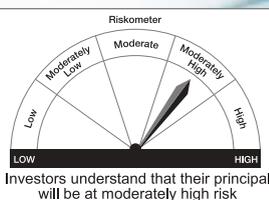
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# Performance Of Select Funds

Data as on May 26, 2017

## EQUITY FUNDS

### Diversified

Fund	Launch	6-Mth*	1-Year*	2-Year**	3-Year**	5-Year**	7-Year**	10-Year**	15-Year**
Birla Sun Life Frontline Equity Fund	Aug-02	17.51	22.44	11.03	14.91	20.60	14.63	13.81	—
Birla Sun Life Equity Fund	Aug-98	16.81	32.18	15.72	18.99	23.80	15.27	12.53	23.62
Canara Robeco Equity Diversified Fund	Sep-03	21.69	26.04	7.95	11.65	16.07	12.41	13.05	—
Franklin India Prima Plus Fund	Sep-94	16.10	18.29	10.16	18.84	21.09	16.05	13.56	23.29
HDFC Equity Fund	Jan-95	19.79	31.84	11.64	12.59	18.82	13.73	13.88	24.24
HDFC Top 200 Fund	Oct-96	18.84	30.03	11.75	11.74	17.71	13.02	13.69	24.17
ICICI Prudential Dynamic Plan	Oct-02	14.59	27.39	10.93	13.47	18.42	13.96	12.84	—
ICICI Prudential Focused Bluechip	May-08	16.52	23.95	10.88	14.00	18.69	14.87	—	—
Kotak 50 Regular Plan	Dec-98	17.54	18.60	9.50	15.04	17.69	12.48	11.01	21.24
Kotak Select Focus Fund Regular Plan	Sep-09	21.24	31.54	15.57	20.90	23.44	16.81	—	—
L&T Equity Fund	May-05	19.74	25.64	9.64	15.33	18.69	13.64	12.49	—
Motilal Oswal MOST Focused Multicap	Apr-14	22.69	35.34	16.98	30.09	—	—	—	—
Reliance Top 200 Fund - Retail Plan	Aug-07	19.99	27.73	9.99	15.91	19.49	14.53	—	—
Invesco India Contra Fund	Apr-07	21.29	28.60	13.68	20.01	22.74	15.30	14.05	—
SBI Bluechip Fund	Feb-06	16.17	18.90	11.42	18.39	21.50	14.82	11.28	—
UTI Opportunities Fund	Jul-05	14.83	16.98	4.56	10.20	14.71	12.87	13.67	—

### Sector, Specialty & Tax Saving

Canara Robeco FORCE Fund	Sep-09	22.57	29.00	13.00	19.52	21.15	16.17	—	—
ICICI Prudential Infrastructure Fund	Aug-05	23.25	30.67	9.18	10.26	16.30	8.72	9.18	—
Reliance Banking Fund	May-03	27.85	41.54	16.88	18.21	22.35	16.81	18.90	—
Reliance Pharma Fund	Jun-04	-16.61	-8.64	-5.95	11.98	15.93	13.58	18.01	—
Axis Long Term Equity Fund	Dec-09	16.80	17.68	8.10	19.31	24.44	19.24	—	—
HDFC Tax saver Fund	Mar-96	20.30	35.85	11.96	13.40	18.98	13.55	12.57	24.17
IDFC Tax Advantage (ELSS) Fund	Dec-08	25.72	29.94	10.69	19.73	23.05	16.14	—	—
Reliance Tax Saver (ELSS) Fund	Sep-05	20.08	29.91	10.40	18.46	22.86	17.58	14.63	—

### Midcap & Smallcap

Canara Robeco Emerging Equities	Mar-05	27.70	39.06	19.29	29.08	30.08	23.01	17.34	—
DSP BlackRock Small and Mid Cap	Nov-06	22.54	38.23	21.35	25.71	25.95	18.73	16.56	—
Franklin India Smaller Companies Fund	Jan-06	20.53	30.47	18.33	28.05	32.68	23.02	16.82	—
HDFC Mid-Cap Opportunities Fund	Jun-07	19.30	35.22	17.03	24.72	26.98	21.62	—	—
ICICI Prudential Value Discovery Fund	Aug-04	11.77	18.75	8.17	17.30	23.27	17.78	17.05	—
IDFC Premier Equity Fund - Regular	Sep-05	19.43	18.78	8.07	18.73	21.50	17.91	18.65	—
Motilal Oswal MOST Focused Midcap 30	Feb-14	12.69	22.49	10.85	26.33	—	—	—	—
SBI Magnum Global Fund	Sep-94	9.63	12.17	5.36	18.41	21.65	16.98	12.75	25.50
L&T India Value Fund	Jan-10	21.15	37.68	19.27	25.50	27.67	19.08	—	—
Reliance Equity Opportunities Fund	Mar-05	18.17	22.37	5.72	13.89	18.34	15.33	13.95	—

## HYBRID

### Equity, Debt Oriented & Multi Asset Class

Birla Sun Life Balanced '95 Fund	Feb-95	13.06	21.10	12.18	16.51	19.14	14.33	13.48	19.64
Canara Robeco Balance Fund	Feb-93	13.78	22.64	10.59	15.86	17.39	13.88	13.31	19.45
DSP BlackRock Balanced Fund	May-99	14.08	25.17	13.55	18.38	17.08	12.85	12.66	19.41
HDFC Balanced Fund	Sep-00	13.70	24.30	13.07	17.60	19.44	16.39	15.73	18.90
HDFC Prudence Fund	Feb-94	14.13	29.69	13.39	14.59	18.19	14.50	14.90	22.68
ICICI Prudential Balanced Advantage	Dec-06	8.89	15.48	9.57	12.77	16.40	14.06	11.07	—
ICICI Prudential Balanced Fund	Nov-99	13.03	26.94	13.35	17.14	20.18	16.66	12.54	18.48
Kotak Balance Regular Plan	Nov-99	13.34	21.76	11.55	13.23	15.00	11.79	10.56	17.57
L&T India Prudence Fund	Jan-11	16.11	23.44	12.52	18.42	20.17	—	—	—
Reliance Regular Savings Fund - Bal.	Jun-05	15.31	21.23	12.31	16.27	18.31	13.78	15.24	—
SBI Magnum Balanced Fund	Dec-95	7.76	14.69	7.90	15.68	19.29	13.27	11.56	19.58
Tata Balanced Fund - Regular Plan	Oct-95	10.38	17.00	7.63	16.29	18.90	15.01	13.86	20.29
Axis Triple Advantage Fund	Aug-10	5.69	9.52	5.97	8.33	8.83	—	—	—
Kotak Equity Savings Fund	Oct-14	6.98	11.19	7.81	—	—	—	—	—

### Arbitrage Funds

Funds	Launch	1 Week*	1 Mth*	3 Mths*	6 Mths*	1 Year*	2 year**	3 Year**	5 Year**
ICICI Prudential Equity Arbitrage Fund	Dec-06	0.23	0.51	1.42	2.58	6.46	6.38	7.16	8.12
IDFC Arbitrage Plus Fund	Jun-08	0.18	0.50	1.39	1.31	6.59	6.27	6.74	7.54
Kotak Equity Arbitrage	Sep-05	0.19	0.57	1.50	2.62	6.36	6.40	7.14	7.96
Invesco India Arbitrage Fund	Apr-07	0.22	0.58	1.47	2.65	6.30	6.31	7.04	7.51

## 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	0.29	0.77	2.14	0.97	9.12	8.99	9.44
Birla Sun Life Dynamic Bond Fund	Sep-04	0.82	1.53	2.85	-2.87	9.91	9.25	10.63
Birla Sun Life Medium Term Plan	Mar-09	0.32	1.22	2.92	2.68	9.95	9.83	10.19
HDFC Corporate Debt Opp. Fund	Mar-14	0.23	0.82	2.10	2.42	10.28	9.86	10.28
Kotak Income Opp. Fund	May-10	0.23	0.69	2.07	2.58	9.99	9.59	9.71
Invesco India Short Term Fund	Mar-07	0.26	0.70	1.64	1.19	8.61	7.82	8.14
Invesco India Bank Debt Fund	Dec-12	0.18	0.57	1.49	1.80	7.07	6.78	7.12
Reliance Regular Savings Fund-Debt	Jun-05	0.20	0.68	2.04	2.99	9.55	9.17	9.48
SBI Magnum Income Fund	Nov-98	0.40	1.11	2.86	1.97	12.51	9.98	10.37
L&T Income Opportunities Fund	Oct-09	0.24	0.70	2.02	3.10	10.08	9.46	9.90
BNP Paribas Flexi Debt Fund	Sep-04	0.50	1.31	2.57	-0.91	11.19	9.16	10.25
BNP Paribas Money Plus Fund	Oct-05	0.14	0.53	1.62	2.74	7.43	7.69	7.87
Kotak Treasury Advantage Fund	Aug-04	0.15	0.54	1.75	3.21	7.73	8.01	8.36
L&T Ultra Short Term Fund	Apr-03	0.16	0.54	1.76	3.03	7.77	8.10	8.33
L&T Ultra Short Term Fund	Apr-03	0.16	0.54	1.76	3.03	7.77	8.10	8.33
Kotak Banking and PSU Debt Fund	Dec-98	0.29	0.93	2.10	2.24	9.38	8.85	8.87

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

### Dividends declared by equity and equity-oriented funds during the month of May 2017

Scheme name	Date	Dividend declared in ₹ Per unit
Tata Equity P/E Fund (D) (TO-B 10%)	01-05-2017	1.10
Edelweiss DEAF - (D)	04-05-2017	0.22
Birla SL Emer. Leaders-Sr 1-RP (D)	05-05-2017	5.97
ICICI Pru Balanced Fund (MD)	05-05-2017	0.24
Axis Enhanced Arbitrage Fund-RP (D)	10-05-2017	0.05
L&T India Special Situations(D)	11-05-2017	2.00
UTI SPREAD Fund (D)	11-05-2017	0.07
DSP-BRTax Saver Fund (D)	12-05-2017	0.40
UTI Opportunities Fund (D)	15-05-2017	1.30
ICICI Pru Balanced Adv (MD)	16-05-2017	0.10
UTI Balanced Fund (D)	18-05-2017	0.27
IDFC Balanced Fund - RP (D)	22-05-2017	0.35
Kotak Equity Arbitrage - Regular (BMD)	23-05-2017	0.17
Reliance Top 200 Fund-RP (D)	24-05-2017	0.16
Birla SL Balanced Advantage Fund (D)	25-05-2017	0.17
BNP Paribas Dividend Yield (D)	25-05-2017	0.11
BNP Paribas Equity Fund (D)	25-05-2017	1.50
Kotak Balance - Regular Plan (D)	25-05-2017	0.11
L&T India Prudence Fund (D)	25-05-2017	0.13
Birla SL Enhanced Arbitrage-RP (D)	26-05-2017	0.05
DSP-BR Balanced Fund (D)	26-05-2017	0.21
Franklin India Balanced Fund (D)	26-05-2017	1.75
ICICI Pru Exp&Other Services-RP (D)	26-05-2017	3.50
Kotak Emerging Equity - Regular (D)	26-05-2017	1.59
L&T Arbitrage Oppor. - Regular (MD)	26-05-2017	0.08
Invesco India Bus-Leaders (D)	29-05-2017	1.70
Invesco India Dynamic Equity (D)	29-05-2017	0.17
Kotak Opportunities Fund - Regular (D)	29-05-2017	0.85
Birla SL India GenNext (D)	30-05-2017	2.25
Edelweiss Prudent Advantage Fund (D)	30-05-2017	0.10
IDFC Arbitrage Fund - Regular (D)	30-05-2017	0.07
IDFC Arbitrage Plus - Regular (D)	30-05-2017	0.07
SBI Arbitrage Oppor. Fund (D)	30-05-2017	0.06
SBI Magnum Equity Fund (D)	30-05-2017	2.00
IDBI India Top 100 Equity Fund (D)	31-05-2017	1.00

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 your updated statement every month. You can contact our corporate office or our branch to avail of this free service.

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CL02510

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

- Long-term capital appreciation.
- Investment predominantly in equity and equity-related securities in Indian markets and foreign securities with higher focus on undervalued securities.

\*Investors should consult their financial advisers 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.**

## Allow MFs To Make A Difference To Your Portfolio

Mutual Funds have proved to be one of the best investment options for investors the world over. Even in India, mutual funds are finding favour with investors slowly and steadily. It is encouraging to see the number of investors investing through SIP growing at a remarkable rate. Mutual funds mobilize around ₹ 4300 crore every month through SIP from 1.35 crore folios. However, it is also true that despite this growth, the level of penetration of this wonderful investment option in our country is still very low. While on the one hand, certain myths have kept investors away from mutual funds, on the other hand the level of participation from existing investors has remained low due to not following the right strategies. Let us analyze these myths and see why investors need to shed these to benefit from the true potential of mutual funds.

### MFs are meant only for equity investors

One of the hallmarks of mutual funds is that they offer a variety of funds allowing investors to invest in different asset classes. However, there is still a belief among investors that mutual funds are meant only for those investors who want to invest in equities. It's mainly because equity funds remain in limelight due to mystique surrounding the stock market. The fact, however, is that mutual funds offer a variety of debt funds as well as hybrid funds. There are debt funds like liquid and ultra short term funds that can be a great alternative to savings bank account with the potential of higher returns and that too without compromising on safety of capital. Then there are income funds wherein fund managers follow different strategies like duration, income opportunity and dynamic allocation to generate attractive returns for investors. Of course, the key is to select the right fund according to one's time horizon and the need for liquidity during this period. Hybrid funds invest in a mix of equity and debt in varying proportion allowing investors to restrict exposure to different asset classes according to their risk profile and time horizon. As is evident, mutual funds alone allow investors to build a portfolio suitable for their risk profile and time horizon.

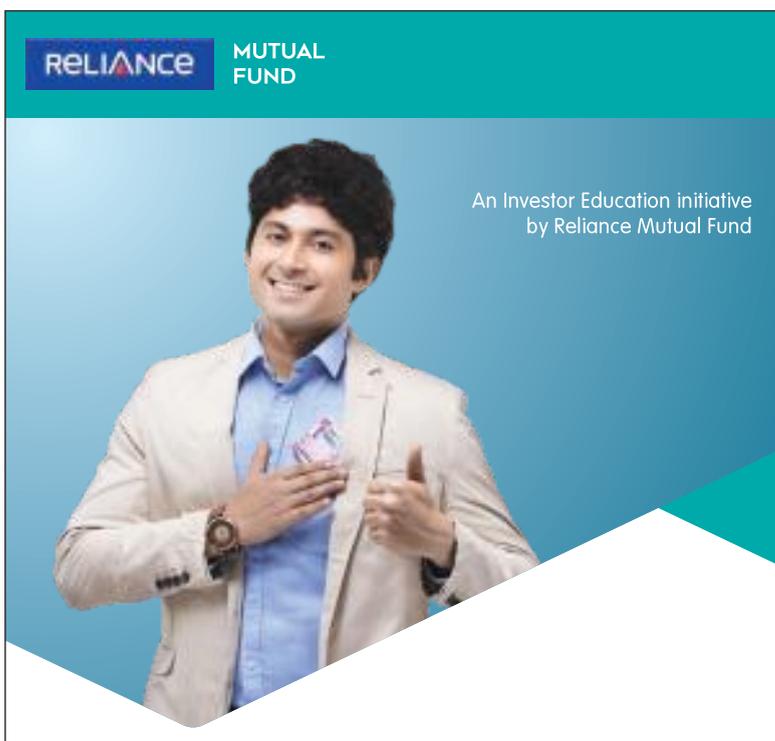
### MF investing is just about investing in the top performing funds

There is a common myth that one can get handsome returns by investing in top performing funds. In other words, investors get impressed with short-term performance of a funds and end up investing in "flavour of the month" type of funds without realizing that they expose themselves to greater risk by doing so. While past performance is an important parameter in the selection process, relying on short term performance alone can backfire.

For example, in a rising market, mid and small cap, sector and thematic funds tend to perform well. Hence, any investor following this strategy may end up investing majority of his money in funds that are inherently risky. No doubt, they have the potential to perform very well during rising markets but the key is to have exposure to them in the right proportion so that there is right balance between risk and reward. Similarly, investors following this strategy for investing in debt funds during falling interest scenario usually end up investing at the fag-end of the rally thus either getting very low returns or losing a part of their investment when interest rates start climbing up.

### Negative returns from a fund means non-performance

While it is quite natural for investors to feel disappointed when they see negative returns, they need to realize that the right way to measure performance of a mutual fund scheme is to look at relative performance vis-a-vis its benchmark and not the absolute returns alone. For example, for a fund that has BSE Sensex as its benchmark, the key is to see how the fund has performed in its comparison. If Sensex is down say 10 percent and the fund is down 6 percent, the fund manager has done his job. Moreover, short term performance should not be the basis of making any important decision. Every investor who invests in equity funds must realize that as an asset class equity has the potential to out-perform other asset class in the long run. Therefore, relative performance allows you to analyze the ability of the fund manager to tackle rough times and protect your money.



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## 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 at our Andheri office.**

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<p>* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	<p>Investors understand that their principal will be at moderately low risk</p>

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Edited, Published and Printed by Mr. Hemant Kumar Rustagi, on behalf of **Wiseinvest Advisors Pvt. Ltd.** from 602, 6th Floor, Sri Krishna Complex, Opp. Laxmi Ind. Estate, New Link Road, Andheri West, Mumbai 400053 at **AdvantEdge Offset Printers**, K-7 Rizvi Park, S V Road, Santacruz (W), Mumbai 400 054. Design by **Mosaic Design**. Copyright reserved © 2007. All rights reserved in favour of Wiseinvest Advisors Pvt. Ltd.