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WEALTHWISE®

Wiseinvest®
With YOU, in meeting
FINANCIAL CHALLENGES

Inside	Pg No.

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 and our professional advisors will do the rest.

Dear Investor,

Amidst the volatility in the stock market, the good news came in the form of Standard & Poor's move to improve India's outlook to stable from negative. S & P has affirmed the 'BBB-/A-3' sovereign credit rating on India and revised the outlook on the long-term rating to stable from negative. This will further boost investor confidence and enhance access of Indian forms to international funds. The outlook revision was based on the strong mandate received by the government which has enabled it to implement policies that will revive growth and boost investments.

The RBI decided to hold the key rates in its credit policy review meeting on September 30, 2014. The central bank is expected to begin to cut rates in 2015-16. Meanwhile, the WPI based inflation fell to 5.9 percent in July 2014, whereas the CPI based inflation rose marginally to 7.96 percent from 7.4 percent in June 2014.

The volatility in the stock market in the month of September was as a result of global as well as domestic factors. On the domestic front, the Supreme Court's decision to cancel all category-I coal blocks except government run non-JV operational blocks cast its shadow on the stock market. The Supreme Court's decision is also likely to have serious ramifications for the energy and steel sectors. The companies with cancelled licenses will have to write off their development expenditure incurred till date as they will not receive any compensation. Besides, the companies will now have to depend on externally sourced coal which will increase the costs thus hitting their bottom lines. It will also put pressure on retail tariff for the consumers. The government will have to proceed quickly with re-auctioning the licenses to minimize long-term impact of this decision.

We don't expect the correction in the stock market to be deep long drawn one. In fact, any correction in the market ought to be looked as a good investment opportunity by investors. While at the current valuation our market may not be cheap, considering that going forward the economy is likely to grow at 7-8 percent, the focus will turn to earnings growth. Moreover, as the economic growth momentum starts accelerating, some of the sectors like banking and financial sector, infrastructure, capital goods and auto will start doing well.

Needless to say, there are going to be periods of increased volatility from time to time and hence investors must be prepared to tackle them in a disciplined manner so as to benefit from the long-term potential of the stock market. Therefore, it's time to have a close look at your current asset allocation and ensure that you are not under-invested in equities. However, you must remember that the key to success is to invest in different asset classes depending on your risk profile and time horizon.

Warm regards,

Hemant Rustagi
Editor

Address to be affixed here

The Stock Market Performance During September 2014.

Indices	1st September 2014	30th September 2014	Change in (%)
Sensex	26,867.55	26,630.51	-0.88%
MIDCAP	9,444.59	9,530.35	0.91%
SMLCAP	10,397.59	10,681.46	2.73%
BSE-100	8,114.95	8,015.71	-1.22%
BSE-200	3,273.32	3,251.84	-0.66%
BSE-500	10,220.22	10,173.26	-0.46%

Equity Outlook

Indian equities have delivered strong returns during the last 12 months. Primarily, this has been driven by an improving macro-economic climate (where most parameters like current account deficit, inflationary trends had peaked and growth parameters had bottomed). This uptrend has been further accentuated by voters electing a stable government.

We expect corporate India earnings to mirror this uptrend over the next few years, owing to large pent up consumer demand (especially in discretionary sectors) and pro-active policy to spur investment climate. This underpins our bullishness for Indian equities over the coming few years.

Corporate earnings growth has improved quite a bit over the last year or so, and we expect that trend to continue. We expect corporate earnings to grow anywhere between 16-18 percent over the next 2-3 years. Currently market is trading in fair range of valuations. Even without assuming any further rerating, the market upside can be similar to earnings growth going forward.

More recently, global crude oil prices have been correcting quite meaningfully. This is one of the biggest positives for India on macro-economic front, as softness in global crude and other commodity prices along with stable currency will have deflationary effect in the country. Any sustainable fall in inflation will provide more room for monetary authorities to ease interest rates in the medium term, which is required for revival in investment cycle.

From risk perspective, any signs of tightening by US Fed are likely to increase volatility across all global asset classes. The markets may also become volatile if the ongoing global flash-points such as Middle-east/Ukraine flare up into a larger global conflict. Besides global risk factors, on domestic front, reform expectations possibly may not be as near-term as expected by many market participants, especially as government may not announce any major policy initiative that can impact its electoral verdict in key state polls to be held in the coming few months.

We continue to focus on domestic economy recovery plays in our portfolios. We like domestic cyclicals with high operating leverage. For example, auto and cement are sectors where volume growth as well as pricing is beginning to gain momentum. By and large competitive landscape has remained more or less similar in these sectors and has consolidated in favour of leaders in the last three-four years. In addition, there is not much debt on the books of the auto and cement companies. The profitability improvement is going to be much stronger once demand picks up on a sustainable basis. Post-elections, we also increased our exposure in oil & gas sector where positive policy actions as well as soft crude prices have resulted in wiping out of entire under-recovery in diesel. We expect meaningful improvement in profitability and cash flow situation of oil marketing companies.

Harsha Upadhyaya
CIO – Equity
Kotak Mahindra Asset Management

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.

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.

Fixed Income Outlook

Indian Fixed income space has been through unprecedented volatility in short span of time of 15-18 month where the benchmark 10 yr rate touched a low of~ 7.10% on lower side and ~9.40% on higher side. This was mainly in the backdrop of week macro particularly lower GDP growth 4.5%~ and very high CAD of 4%~ of GDP. One side we needed easy liquidity and low rates to spur GDP growth, on other hand we needed to contain inflation which was an offshoot of bad fiscal policies. The Federal Reserve indicated to begin tapering (meaning $ liquidity will tighten) which made INR easy target among Asian peers for the short sellers in the Offshore markets (INR fell from 53-54 mark to 67-68 within 3-4 months)leading to a big dent in the GOI exchequer courtesy high Oil subsidy bill and low forex reserves.

We needed low inflation (CPI), Strong GOI balance sheet and low CAD. This was mainly dependent on Fiscal Policies as RBI had already played its role in taking various measures on forex speculation, tightened liquidity and hiked overnight rates. This action had a positive impact on inflationary expectations and CAD. Meanwhile, as the focus had shifted from WPI to CPI which was in double digits due to supply side issues such as food and primary articles, the government also took measures to restrict gold and electronic imports.

The country was headed for General election and this generally is considered inflationary as the cash spends by political parties increase and populist measures are taken. Thankfully, the voters gave a strong mandate which meant Govt could act on economic reforms and things could turn for good from hereon.

This expectation could see the light of the day as the Govt is committed to rationalize social spending schemes, MSP revisions were nominal and GST is expected to be rolled out by April 2016. The Expenditure Committee that was set up after the FY 2015 budget announcement in July has been studying measures to systematically cut government subsidies where viable and the report is expected by next budget. Direct benefit transfer is likelyto lead to cut in government's subsidy bill. Sharp fall in International Crude oil prices helped a lot and our under recovery in Diesel and petrol has been almost nil.

On the external front, we believe that growth in the western economies will be good for India even if there are some rate hikes by mid 2015. This will keep commodities prices under check, given their inverse correlation to the USD. Our inward remittances and export will pickup, however, it could create some volatility across asset classes.

Going forward, we believe that we are in for sustained lower CPI gradually and RBI target could well be achieved. Systemic liquidity is comfortable and it could improve further. Demand for sovereign bonds is likely to outstrip Supply. India remains one of the most attractive destinations for FIIs and with Sovereign limits near full, corporate bonds limits are likely to see utilization. With gradually lowering CPI trend, we could see G sec rates coming off followed by corporate bonds. This could create a potential case for capital gains in duration funds going forward.

Lakshmi Iyer
CIO - Debt and Head Products
Kotak Mahindra Asset Management

A Note To Our Esteemed Readers

Wealthwise is being sent to some of you on a Complimentary basis as a part of our humble effort to ensure that more and more investors get the best from their investments. We sincerely hope that you would like the contents of Wealthwise and in some way benefit from it. However, if you do not wish to receive "Wealthwise" on a regular basis, please let us know either by sending us a mail on information@wiseinvestadvisors.com or by calling us on (022) 26732676 / 77. You can also write to us at our Corporate Office address mentioned on page 6.

Performance Of Select Funds

Data as on September 26, 2014

EQUITY FUNDS

Diversified

Fund	Launch	1-Month*	3-Month*	6-Month*	1-Year*	2-Year**	3-Year**	5-Year**
Axis Equity Fund	Jan-10	2.01	5.65	25.18	40.32	25.00	22.21	—
Birla Sun Life Frontline Equity Fund	Aug-02	1.95	7.28	27.61	47.62	26.41	23.35	14.66
Birla Sun Life Equity Fund	Aug-98	1.55	4.23	35.07	64.89	28.76	23.94	13.17
BNP Paribas Equity Fund	Sep-04	2.70	9.62	33.92	46.18	27.44	23.11	14.41
Canara Robeco Equity Diversified	Sep-03	1.27	5.89	25.96	42.68	20.40	19.32	14.58
Franklin India Prima Plus Fund	Sep-94	3.97	11.55	32.01	55.08	26.65	22.31	16.02
HDFC Equity Fund	Jan-95	1.10	6.54	35.61	68.61	26.81	21.82	16.23
HDFC Top 200 Fund	Sep-96	0.76	5.09	30.34	55.78	23.41	20.35	13.94
ICICI Prudential Dynamic Fund	Oct-02	2.06	6.11	25.15	48.28	26.13	23.01	16.51
ICICI Prudential Focused Bluechip	May-08	2.16	8.42	26.46	43.98	24.18	21.76	16.33
Kotak 50	Dec-98	1.75	8.54	25.87	42.83	20.34	18.02	11.27
Kotak Select Focus Fund	Sep-09	3.50	10.64	33.36	54.94	27.19	23.69	14.14
L&T Equity Fund	May-05	1.70	7.98	30.49	50.56	23.01	19.34	14.69
Reliance Top 200 Fund - Retail Plan	Aug-07	2.79	8.52	32.53	58.60	24.37	23.58	13.12
Religare Invesco Contra Fund	Apr-07	3.96	11.27	40.50	81.25	30.13	23.04	14.33
SBI Bluechip Fund	Feb-06	3.21	11.41	30.65	51.20	26.85	24.81	12.78
UTI Opportunities Fund	Jul-05	2.88	9.38	28.11	44.71	22.32	20.97	15.38

Sector, Specialty & Tax Saving

Canara Robeco F.O.R.C.E Fund	Sep-09	3.22	7.85	27.30	45.00	20.96	19.56	15.80
ICICI Prudential Infrastructure Fund	Aug-05	-2.29	-0.99	34.69	59.07	18.92	14.12	6.11
Reliance Banking Fund	May-03	1.30	3.62	33.62	68.58	20.24	20.16	16.63
Reliance Pharma Fund	Jun-04	7.63	26.47	37.22	62.88	35.72	30.18	27.26
Axis Long Term Equity Fund	Dec-09	2.60	14.19	35.81	72.53	35.04	29.22	—
HDFC Long Term Advantage Fund	Jan-01	1.86	9.12	30.80	58.38	27.09	22.53	16.37
HDFC Taxsaver Fund	Mar-96	1.68	5.53	37.82	67.08	27.47	21.35	15.56
IDFC Tax Advantage (ELSS) Fund	Dec-08	2.92	10.82	30.93	54.59	27.69	23.22	16.14
Reliance Tax Saver Fund	Sep-05	5.85	12.54	51.72	99.82	34.75	29.04	20.63

Midcap & Smallcap

HDFC Mid-Cap Opportunities Fund	Jun-07	3.10	9.74	43.36	87.34	34.09	27.74	23.49
ICICI Prudential Value Discovery Fund	Aug-04	2.27	11.30	47.86	85.88	36.78	32.09	21.83
IDFC Premier Equity Fund	Sep-05	3.96	10.61	32.80	68.57	29.91	24.33	20.93
IDFC Sterling Equity Fund	Mar-08	5.71	12.30	41.68	64.31	25.89	21.99	19.14
SBI Magnum Global Fund	Sep-94	5.32	14.83	38.70	74.32	35.21	26.37	20.84
Reliance Equity Opportunities Fund	Mar-05	4.83	10.26	34.86	68.41	26.70	25.87	20.81
Religare Invesco Mid N Small Cap	Mar-08	3.46	10.89	42.59	85.77	37.86	28.64	24.97

HYBRID

Equity, Debt Oriented & Multi Asset Class

Birla Sun Life 95 Fund	Feb-95	2.70	6.78	26.74	45.19	22.66	18.87	13.90
Canara Robeco Balance Fund	Feb-93	3.03	8.17	29.21	46.45	21.26	19.11	14.53
HDFC Balanced Fund	Sep-00	2.42	6.98	31.44	58.71	24.70	20.63	18.59
HDFC Prudence Fund	Feb-94	0.65	5.31	34.63	65.65	24.35	20.04	17.10
ICICI Prudential Balanced Fund	Nov-99	2.98	8.70	27.67	48.91	26.19	22.62	17.33
IDFC Monthly Income Plan	Feb-10	1.97	4.02	11.20	17.48	11.92	12.02	—
Kotak Balance	Nov-99	1.43	3.77	17.43	28.17	15.18	16.18	10.53
Reliance Regular Savings Fund	Jun-05	2.62	8.86	29.86	52.62	21.85	21.03	14.92
Canara Robeco Monthly Income Plan	Apr-01	1.50	3.59	11.08	19.70	12.21	11.40	9.46
HDFC MF Monthly Income Plan	Dec-03	0.94	2.42	13.96	25.69	12.44	11.68	9.98
Reliance Monthly Income Plan	Dec-03	2.23	4.26	12.24	20.96	11.42	11.45	9.70
Axis Triple Advantage Fund	Aug-10	0.99	3.18	9.75	15.75	7.80	9.97	—
Franklin India Dynamic PE Ratio Fund	Oct-03	1.61	4.87	15.23	25.82	13.68	13.09	10.28

Arbitrage Funds

ICICI Prudential Equity Arbitrage Fund	Dec-06	0.61	2.07	4.54	9.49	9.37	9.40	8.02
IDFC Arbitrage Plus Fund	Jun-08	0.44	1.88	3.94	8.41	8.41	8.55	7.27
Kotak Equity Arbitrage Fund	Sep-05	0.54	2.02	4.62	9.65	9.10	9.16	8.07

International Funds

Fund	Launch	1-Month*	3-Month*	6-Month*	1-Year*	2-Year**	3-Year**	5-Year**
Franklin India Feeder Franklin US Opp.	Feb-12	-1.07	2.69	7.30	10.95	27.80	—	—
ICICI Prudential US Bluechip Equity	Jul-12	0.47	5.16	10.67	14.06	27.87	—	—
JP Morgan Europe Dynamic Equity	Feb-14	-1.63	-3.93	-4.28	—	—	—	—

GOLD

Fund of Funds

Kotak Gold Fund	Mar-11	-3.41	-4.95	-8.45	-12.42	-9.85	-1.10	—
Reliance Gold Savings Fund	Mar-11	-3.68	-5.07	-8.03	-12.31	-9.76	-1.63	—

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	Jun-08	0.35	1.08	2.20	5.28	10.82	10.29	10.47
Birla Sun Life Dynamic Bond Fund	Sep-04	0.21	1.42	2.32	5.66	10.93	8.72	9.31
Kotak Income Opportunities Fund	May-10	0.27	1.01	2.33	5.39	10.78	8.89	9.13
Religare Invesco Short Term Fund	Mar-07	0.22	0.87	1.70	4.19	8.26	7.47	8.76
Religare Invesco Bank Debt Fund	Dec-12	0.19	0.71	1.92	4.04	8.43	—	—
Reliance Regular Savings Fund	Jun-05	0.25	0.99	2.28	5.32	10.36	9.20	9.25
SBI Magnum Income Fund	Nov-98	0.32	1.22	1.92	4.52	7.71	6.77	8.48
L&T Income Opportunities Fund	Oct-09	0.31	1.03	2.41	5.56	11.00	7.89	8.39
BNP Paribas Flexi Debt Fund	Sep-04	0.18	0.97	2.08	4.90	9.04	8.96	8.96
BNP Paribas Money Plus Fund	Oct-05	0.16	0.68	1.98	4.16	8.65	8.29	8.68
L&T Ultra Short Term Fund	Mar-02	0.16	0.70	1.99	4.22	8.86	8.52	8.88
Kotak Floater Long Term	Aug-04	0.19	0.79	2.21	4.66	9.69	9.12	9.32
UTI Short Term Income Fund	Jun-03	0.19	0.76	2.01	5.20	10.06	9.47	9.73
Kotak Banking and PSU Debt Fund	Dec-98	0.16	0.72	2.14	4.61	9.93	9.37	9.04

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

Dividends declared by equity and equity-oriented funds during the month of September 2014

Scheme name	Date	Dividend declared in ₹ Per unit
Sahara Star Value Fund (D)	01/09/2014	2.50
Birla SL Advantage Fund (D)	05/09/2014	15.00
Baroda Bank & Financial Serv. (D)	09/09/2014	1.00
Birla SL New Millennium (D)	11/09/2014	1.60
Franklin (I) Equity Income (D)	12/09/2014	0.70
SBI Magnum Multiplier Plus (D)	12/09/2014	11.50
Reliance RSF - Balanced (QD)	15/09/2014	0.60
Birla Sun Life Buy India (D)	18/09/2014	3.00
Sundaram Tax Saver (D)	19/09/2014	0.50
ICICI Pru Balanced Adv (D)	19/09/2014	1.50
Reliance Arbitrage Advantage (MD)	22/09/2014	0.06
Reliance Tax Saver (ELSS) (D)	22/09/2014	0.45
SBI Magnum Balanced Fund (D)	24/09/2014	0.85
Kotak Balance Fund	25/09/2014	0.50
Kotak Select Focus Fund (D)	26/09/2014	1.00
ICICI Pru Balanced Fund (D)	26/09/2014	2.00
Tata Balanced Fund (MD)	30/09/2014	0.30

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.

Systematic Investing Can Help You Move From The Sidelines

The stock market has been doing well over the past year or so. However, investors' reaction to this phenomenal run has been mixed. On the one hand, there is a small section that has been investing in equities and is willing to commit more, on the other hand there is a large section of investors that has been waiting on the sidelines faced with the dilemma of whether to invest or not. The trend highlights retail investors' apathy towards this wonderful asset class that has the potential to perform better than other asset classes and provide positive real rate of return over the longer term.

One of the reasons that have kept retail investors away from equities is their lack of faith in the sustainability of returns. Their not-so-good past experiences and the volatile nature of the stock market makes them vary of taking the plunge. As a result, they have missed out on the initial part of the rally.

The truth is that a combination of systematic investing and long-term approach can ensure investment success for every equity investor. While the long-term approach helps in negating the impact of short- and medium-term volatility on the portfolio, a disciplined investment strategy ensures that one doesn't commit too much at a particular market level.

It is also important for investors to choose the right medium of investing in equities. For a common investor, mutual funds have proved to be a better option and continue to be so.

For this very reason, it is always recommended that individual investors, who want to build wealth through smaller contributions, should invest through a Systematic Investment Plan (SIP).

It is heartening to see a steady increase in the number of investors following this wonderful approach. However, the overall number still remains disappointing. In fact, even those who start investing in equity funds after careful planning and commitment to invest regularly are often found guilty of putting a halt to their investment process abruptly, especially when they are faced with adverse market conditions.

It is not to say that one should not make lump sum investment in equity funds. It's just that a disciplined approach takes away emotions from your investment process. In fact, a combination of a lump sum and systematic investing produces the best results for long-term investors.

If you are one of those investors who have stayed away from investing in equity funds so far, it's time for you to make up your mind and begin your investment process through SIP.

However, make sure you don't start investing in equity funds because the stock market still has a lot of steam left. You should invest in equity funds with an objective to achieve your long-term goals such as children's education and your retirement planning. When you invest for a time horizon of 10-15 years, you don't have to bother about the current market levels.

Remember, too much of experimentation and adhocism can spell disaster for your equity fund portfolio. Also, don't make the mistake of thinking that a systematic investment approach alone can get you healthy returns.

There are a few other factors that require your attention for your portfolio to do well. Here are some of these factors and how your need to tackle them:

Be sure about how much you can invest through SIP: Investors often make the mistake of starting their investment process without having a clear idea of how much they can invest every month. Many a time, in their effort to make up for the lost time, they start investing a larger sum every month that they find it difficult to continue after sometime. In the process, they stop investing and hence interrupt their long-term wealth building process. Therefore, you must start conservatively and gradually increase the amount to ensure continuity. Budgeting can go a long way in ensuring this.

Invest for the longterm: It is quite common to see investors signing for SIP for a year or so even while investing in equity funds. While some investors do so thinking that they will renew it every year, there are others who want to see how it works and then take a long-term call. The problem is that when they assess the performance of their investment through SIP after one year or so, they often feel disappointed especially when the markets are in the midst of a volatile phase. Surely, this is an illogical way of assessing not only the performance of an asset class like equity but also the effectiveness of a

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Systematic Investing Can Help...

...Cont. from page 5

powerful mechanism like SIP. The right way would be to have a clearly defined long-term time horizon right at the beginning so that you don't feel compelled to abandon this process during the tougher times. This alone can go a long way in maximising your return as investments made at lower levels will improve your long-term returns.

Choose the right funds: It is important to invest in well-diversified funds even while investing through SIP. Although volatility in the stock market helps investors in benefiting from averaging, investing a significant part of the portfolio in aggressive funds like pure mid-cap funds, thematic and sector funds may not be a good idea just because they tend to be more volatile than their well-diversified counterparts. Remember, too much aggression in the portfolio doesn't guarantee higher return. In fact, it can expose you to higher risk and derail your investment process. Of course, it makes sense for a long-term investor to have some exposure to mid-cap segment of the market. However, the bread and butter of the portfolio should be large cap or large cap oriented funds. Therefore, investing in multi-cap funds can be the answer to this dilemma as the fund manager has the flexibility of rebalancing the allocation depending on which segment of the market he thinks will do well going forward.

Opt for growth option while investing through SIP: The power of compounding works out the best when you invest for the long-term and allow the gains to remain invested. Taking out money at a regular interval, say every year, by way of dividend, would defeat the very purpose and hence the results are likely to be disappointing. Therefore, you must opt for "growth" option.

As is evident, a disciplined approach can help you tackle the dilemma of when to start investing in equity funds. If you follow the guidelines, nothing can stop you from achieving your long-term goals.

(This article written by our CEO, Hemant Rustagi, was published on www.businesstoday.intoday.in on September 09, 2014)

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