

# WEALTHWISE®

**Wiseinvest®**  
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 around 30 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 fourteen 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,

Finance minister Nirmala Sitharaman's maiden budget is expected to set the stage for reforms over the next five years that could see structural policy changes in areas such as land, labour, capital and entrepreneurship to attract investment, boost consumption, and increase spending on social infrastructure for equitable growth.



Investor sentiment ahead of the Union budget has historically been strong. However, NBFC crisis has made investors cautious this time around. The benchmark indices haven't been able to sustain their highs since BJP's return to power at the centre. The benchmark indices Sensex and Nifty were down by 2.17 percent and 2.48 percent respectively during the month of June 2019.

The six-member RBI's monetary policy committee (MPC) cut the repo rate to 9-year low as demand slowdown, liquidity crunch weighed on central bank's mind. The committee cut repo rate by 25 bps to 5.75 percent and also changed policy stance to accommodative from neutral. While the consumer price inflation forecast for the first half of fiscal year 2019-20 was also revised to 3-3.1% from 2.9-3% earlier, the projection for the second half stands revised to 3.4-3.7% from 3.5-3.8% earlier. The MPC also revised its growth forecasts downward for the current fiscal to 7% from the earlier projection of 7.2%.

SEBI has tightened norms for liquid funds to protect investors from credit risks arising out of defaults by the corporates. Liquid funds will now be able to invest a maximum of 20% of their assets in a single sector as against the current cap of 25%, and will have to keep aside at least a fifth of their assets in government securities and cash to meet sudden redemption pressures. Besides, there will be an exit load if investors exit within 7 days. It will also be mandatory for all mutual fund schemes post September 2020 to invest only in listed non-convertible debentures and commercial papers, a measure aimed at more transparency.

Interest rates on small savings schemes such as National Savings Certificate (NSC), Kisan Vikas Patra (KVP) and Public Provident Fund (PPF) have been cut by 10 basis points. While interest rate on PPF has been reduced to 7.9 percent, interest on five-year NSC has been cut to 7.9 percent. KVP will now mature in 113 months instead of 112 months. Interest rate on Sukanya Samridhi Yojana has been brought down to 8.4 percent.

Warm regards,

*H Rustagi*

**Hemant Rustagi**  
Editor

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## The Stock Market Performance During June 2019.

| Indices | 3rd June 2019 | 28th June 2019 | Change in (%) |
|---------|---------------|----------------|---------------|
| Sensex  | 40,267.62     | 39,394.64      | -2.17         |
| MIDCAP  | 15,232.49     | 14,808.34      | -2.78         |
| SMLCAP  | 14,938.42     | 14,239.33      | -4.68         |
| BSE-100 | 12,205.05     | 11,909.67      | -2.42         |
| BSE-200 | 5,051.84      | 4,926.59       | -2.48         |
| BSE-500 | 15,705.30     | 15,291.70      | -2.63         |

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- Call us on our toll-free number 1800 222 626

**kotak**  
Mutual Fund



### What is SIP?

SIP stands for Systematic Investment Plan. A mutual fund industry tool that helps you invest in small amounts regularly in a disciplined manner, without disrupting your monthly budget.



### Why start SIP?

It is an effective method of achieving your goals by breaking-up your big life dreams into smaller more achievable goals. You can invest as little as ₹500.



### How to start SIP?

Starting a SIP online is simple 4-step process. Log on to: <https://www.kotakmf.com/sip>

- 1 Decide your investment amount
- 2 Select your investment frequency
- 3 Set a Date
- 4 Choose a Mutual Fund for SIP

Once the set-up is complete, the process takes place automatically.

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

## Suitability Is The Key For Fund Selection

Aristotle once said that well begun is half done. In other words, if you start off your investment process well, you are almost halfway to achieving your investment goals. While asset allocation determines your expected return and risk, the selection of fund is crucial in determining how you benefit from the true potential of the asset classes you invest in.

Key factors in the selection process are the time horizon for which you intend to invest, risk profile, investment objectives and the type of investment strategy you follow. Some of us are naturally risk-averse and invest too conservatively, which impacts our ability to grow our savings and investments. The difference between a conservative and an aggressive investment approach relates to the proportion of instruments in the portfolio.

A genuinely risk-averse investor generally has a heavy bias towards traditional fixed return instruments. However, if you are a conservative investor, you must consider debt-related funds that can yield higher returns, without compromising liquidity and are more tax efficient.

If you want a balanced portfolio with exposure to both equity and debt, MFs offer debt as well as equity-oriented hybrid schemes like equity savings, balanced advantage and equity oriented balanced funds.

If you are an aggressive investor, in addition to diversified equity funds, there are speciality and sector funds. If you have not invested in equity funds, so far, as they are perceived to be risky, think again. Although it is true that there are

attendant risks of investing in equity funds, not investing in them can create a huge gap in the corpus for your long-term goals and what you may end up accumulating. Before you begin investing in equity funds, you must know that equity investing requires time commitment and a discipline of investing regularly, so that it becomes an on-going process rather than one-time activity.

This will also help you benefit from the true potential of equity as an asset class.

Along with your risk profile, there are few other aspects you need to be familiar with. For example, you must determine what your financial goals are.

It is equally important to have a clearly defined time horizon. The longer your time horizon, the more risk you may be able to take.

All these factors will have a direct impact on the fund you choose, as well as chances of achieving your goals. Always remember that your desire to take risk should not exceed your capacity to take risk. If you are willing to have a long-term view and wish to build a portfolio of equity funds, it would be wise to invest systematically over a period of time. This can not only help you reduce your anxiety about the current market level but also benefit from "cost averaging".

Also, even if you have made the right selection, monitoring the performance of funds in the portfolio remains one of the key factors.

## 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 Years. Data as on June 30, 2019. SIP - 10th of every Month.

| Scheme Name                                       | Date of Launch | Investment Amount Per Month (₹) | 5 Years                      |                           |                 | 10 Years                     |                           |                 |
|---|----------------|---------------------------------|------------------------------|---------------------------|-----------------|------------------------------|---------------------------|-----------------|
|   |                |                                 | Total Investment (₹ in lacs) | Current Value (₹ in Lacs) | Return % (XIRR) | Total Investment (₹ in lacs) | Current Value (₹ in Lacs) | Return % (XIRR) |
| Axis Long Term Equity Fund                        | Dec-09         | 10000                           | 6                            | 8.19                      | 12.56           | -                            | -                         | -               |
| HDFC Tax saver Fund                               | Mar-96         | 10000                           | 6                            | 7.40                      | 8.43            | 12                           | 21.95                     | 11.67           |
| HSBC Tax Saver Equity Fund                        | Jan-07         | 10000                           | 6                            | 7.44                      | 8.67            | 12                           | 22.91                     | 12.48           |
| IDFC Tax Advantage (ELSS) Fund - Regular Plan     | Dec-08         | 10000                           | 6                            | 7.82                      | 10.65           | 12                           | 25.37                     | 14.39           |
| Aditya Birla Sun Life Equity Fund                 | Aug-98         | 10000                           | 6                            | 7.81                      | 10.59           | 12                           | 25.16                     | 14.23           |
| Aditya Birla Sun Life Frontline Equity Fund       | Aug-02         | 10000                           | 6                            | 7.59                      | 9.43            | 12                           | 23.28                     | 12.77           |
| Axis Bluechip Fund                                | Jan-10         | 10000                           | 6                            | 8.49                      | 13.98           | -                            | -                         | -               |
| Axis Focused 25 Fund                              | Jun-12         | 10000                           | 6                            | 8.50                      | 14.04           | -                            | -                         | -               |
| Franklin India Equity Fund                        | Sep-94         | 10000                           | 6                            | 7.30                      | 7.89            | 12                           | 23.43                     | 12.89           |
| ICICI Prudential Bluechip Fund                    | May-08         | 10000                           | 6                            | 7.95                      | 11.34           | 12                           | 24.13                     | 13.44           |
| Invesco India Contra Fund                         | Apr-07         | 10000                           | 6                            | 8.16                      | 12.38           | 12                           | 26.75                     | 15.38           |
| Kotak Standard Multicap Fund Regular Plan         | Sep-09         | 10000                           | 6                            | 8.29                      | 13.04           | -                            | -                         | -               |
| L&T Equity Fund                                   | May-05         | 10000                           | 6                            | 7.38                      | 8.28            | 12                           | 22.04                     | 11.74           |
| Mirae Asset Emerging Bluechip Fund - Regular Plan | Jul-10         | 10000                           | 6                            | 8.92                      | 16.00           | -                            | -                         | -               |

**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.

## Imbibe These Traits To Become A Better Investor

Investing money judiciously to achieve different investment goals is the most important activity for your financial life. Therefore, it is important that you plan your investments in a manner that there is enough to fulfil requirements at different stages of your life. It is equally important to imbibe certain traits that can not only help you in starting the process right but also in ensuring that it remains on track through your defined time horizon. Here are some of these and how they can make you a better investor:

### Think big

You must think big at the start of your investment process. It is quite common to see investors following a haphazard approach of investing in different asset classes and exiting from them depending on how these asset classes behave at certain points. Needless to say, this approach often makes them miss out on opportunities in the market. Therefore, while planning your investments you must look at bigger picture by establishing your goals to be achieved over short, medium and long-term horizon. A goal based investment process ensures that you follow budgeting, give risk management its due and follow an asset allocation model that helps in creating the right balance between risk and reward.

### Remain committed to your time horizon

Once a time horizon is assigned to a goal, you must remain committed to it. This approach prepares you to tackle the volatility without having to worry about its impact on the portfolio in the short term. Besides, if you continue your investment process un-interruptedly, you benefit from averaging.

### Listen carefully to absorb knowledge

Today, a lot of information is available for you on various investment options and strategies to invest in them through different mediums. Hence, you must be open to absorb this knowledge and use it in your investment process. If you find it overwhelming to analyze this information, don't hesitate to take help of an advisor. Once you start working with an advisor, listen to him/her carefully as that can go a long way in allowing you to tackle the complexities of investment world. The unwillingness to listen can make it difficult for you to adapt to the ever-changing investment and economic environment.

### Be flexible

It is a proven fact that there is no straight path to investment success. Hence, your investment process as well as options must provide you the flexibility required to realign your portfolio in line with your changing circumstances as well as economic and political environment. Besides, you may have to contend with the challenges in the form of volatility and non-performance of some of the investments in your portfolio. Therefore, investing in open-ended mutual funds can be a much better option than investing in traditional options that do not allow you to the required flexibility. However, don't get tempted to make frequent changes just because you have the flexibility to do so. Also, avoid discussing your portfolio with all and sundry as conflicting views on your portfolio composition can make you lose your focus and compel you to make investment decisions that may compromise your financial future.

### Avoid becoming emotionally attached to your investments

Many investors get emotionally attached to their investments and that makes it difficult for them to make changes, when required. While it is important to keep track of the progress of the portfolio, it is equally important to be open to make changes in the portfolio in case some of the investments under-perform their peer group and benchmarks for prolonged periods. However, it should be done only after giving sufficient time to fund managers to perform and prove their worth over different market cycles.

### Keep greed and fear away

Allowing greed and fear to cloud your investment decisions can be harmful for your financial health. While greed can take you beyond your defined level for risk, fear stops you from looking beyond traditional options like fixed deposits and small savings schemes.

## 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 by sending us a mail on [information@wiseinvestadvisors.com](mailto:information@wiseinvestadvisors.com). You can also write to us at our Corporate Office address mentioned on page 6.



## Are your dreams matching reality?

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

# Performance Of Select Funds

Data as on June 28, 2019

## EQUITY FUNDS

### Large Cap, Large & Midcap, Multi Cap

| Fund                                 | Launch | 6 Mth* | 1 Year* | 2 Year** | 3 Year** | 5 Year** | 7 Year** | 10 Year** | 15 Year** |
|--------------------------------------|--------|--------|---------|----------|----------|----------|----------|-----------|-----------|
| ABSL Frontline Equity Fund           | Aug-02 | 5.12   | 6.24    | 6.23     | 10.33    | 10.53    | 15.30    | 13.79     | 18.79     |
| ABSL Equity Fund                     | Aug-98 | 3.52   | 4.42    | 5.43     | 12.88    | 11.96    | 17.59    | 14.09     | 19.25     |
| Axis Bluechip Fund                   | Jan-10 | 10.88  | 10.47   | 16.08    | 15.31    | 11.82    | 16.16    | —         | —         |
| Axis Focused 25 Fund                 | Jun-12 | 6.60   | 4.34    | 11.74    | 15.90    | 14.36    | —        | —         | —         |
| Franklin India Equity Fund           | Sep-94 | 2.87   | 2.42    | 5.02     | 8.08     | 11.61    | 15.29    | 14.30     | 18.48     |
| HDFC Equity Fund                     | Jan-95 | 11.17  | 18.34   | 10.78    | 15.04    | 10.57    | 15.34    | 15.01     | 19.96     |
| HDFC Top 100 Fund                    | Oct-96 | 11.17  | 18.25   | 11.39    | 15.09    | 10.47    | 14.54    | 13.64     | 19.42     |
| HSBC Large Cap Equity Fund           | Dec-02 | 9.38   | 6.31    | 8.02     | 12.20    | 9.01     | 12.28    | 10.25     | 15.32     |
| ICICI Prudential Bluechip Fund       | May-08 | 6.59   | 9.04    | 9.99     | 12.74    | 11.33    | 14.98    | 14.91     | —         |
| IDFC Core Equity Fund - Regular Plan | Aug-05 | 2.90   | 3.02    | 5.02     | 11.45    | 10.74    | 13.43    | 10.91     | —         |
| Kotak Bluechip Fund - Regular Plan   | Dec-98 | 7.38   | 8.11    | 7.58     | 10.10    | 10.86    | 13.68    | 12.05     | 17.04     |
| Kotak Standard Multicap Fund Regular | Sep-09 | 9.09   | 10.78   | 9.60     | 14.23    | 14.96    | 18.08    | —         | —         |
| L&T Equity Fund                      | May-05 | 4.05   | 1.55    | 5.74     | 9.97     | 10.08    | 13.76    | 13.47     | —         |
| Mirae Asset Large Cap Fund - Regular | Apr-08 | 8.26   | 12.12   | 11.07    | 15.44    | 14.41    | 18.38    | 17.73     | —         |
| Mirae Asset Emerging Bluechip Fund   | Jul-10 | 7.76   | 13.50   | 9.19     | 17.17    | 20.08    | 24.81    | —         | —         |
| Motilal Oswal Multicap 35 Fund       | Apr-14 | 5.79   | 2.60    | 5.76     | 13.42    | 17.31    | —        | —         | —         |
| Reliance Large Cap Fund              | Aug-07 | 7.93   | 14.00   | 10.63    | 15.06    | 12.52    | 16.30    | 13.93     | —         |
| Reliance Multi Cap Fund              | Mar-05 | 5.18   | 15.21   | 9.80     | 12.12    | 10.44    | 15.25    | 17.44     | —         |
| Invesco India Contra Fund            | Apr-07 | 4.19   | 4.91    | 10.76    | 14.51    | 14.19    | 18.03    | 15.87     | —         |
| SBI Bluechip Fund                    | Feb-06 | 8.80   | 7.85    | 7.72     | 10.36    | 12.49    | 16.46    | 13.32     | —         |
| Principal Emerging Bluechip Fund     | Nov-08 | 2.87   | -0.49   | 4.78     | 12.72    | 15.32    | 20.94    | 18.26     | —         |

### Midcap & Smallcap

|                                       |        |       |       |       |       |       |       |       |       |
|---------------------------------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| Axis Midcap Fund                      | Feb-11 | 3.08  | 8.15  | 11.94 | 13.51 | 12.46 | 19.53 | —     | —     |
| DSP Midcap Fund - Regular Plan        | Nov-06 | 3.88  | 3.62  | 3.64  | 10.35 | 13.32 | 18.71 | 18.24 | —     |
| HDFC Mid-Cap Opportunities Fund       | Jun-07 | 1.54  | -0.93 | 2.46  | 10.55 | 13.20 | 18.97 | 19.81 | —     |
| Kotak Emerging Equity Scheme          | Mar-07 | 5.07  | 3.07  | 3.81  | 10.62 | 16.22 | 19.71 | 17.71 | —     |
| Franklin India Smaller Companies Fund | Jan-06 | 0.90  | -6.69 | -0.67 | 6.71  | 13.47 | 21.53 | 18.80 | —     |
| HSBC Small Cap Equity Fund            | May-05 | -1.49 | -8.98 | -4.05 | 4.88  | 9.54  | 15.04 | 11.88 | —     |
| L&T India Value Fund                  | Jan-10 | 4.89  | 3.69  | 3.13  | 11.48 | 13.80 | 19.53 | —     | —     |
| SBI Magnum Global Fund                | Sep-94 | -1.03 | -0.26 | 4.30  | 6.70  | 11.19 | 16.55 | 16.62 | 21.43 |

### Sectoral / Thematic Fund & Tax Saving

|  |        |       |       |       |       |       |       |       |       |
|--|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| ICICI Prudential Banking and Financial | Aug-08 | 12.72 | 19.35 | 10.20 | 19.59 | 17.38 | 21.46 | 19.12 | —     |
| Reliance Banking Fund                  | May-03 | 12.23 | 13.77 | 9.73  | 18.47 | 14.78 | 17.51 | 17.28 | 20.99 |
| Reliance Pharma Fund                   | Jun-04 | -5.12 | -0.75 | 5.07  | 1.90  | 7.89  | 13.50 | 18.75 | 19.33 |
| Canara Robeco Consumer Trends Fund     | Sep-09 | 4.99  | 6.52  | 9.57  | 14.24 | 14.80 | 16.81 | —     | —     |
| SBI Consumption Opportunities Fund     | Jul-99 | -5.11 | -5.27 | 4.91  | 10.81 | 13.36 | 14.85 | 21.71 | 20.25 |
| Tata India Consumer Fund - Regular     | Dec-15 | -5.13 | -6.88 | 8.73  | 17.33 | —     | —     | —     | —     |
| Axis Long Term Equity Fund             | Dec-09 | 6.94  | 6.68  | 11.98 | 13.39 | 14.81 | 19.99 | —     | —     |
| HDFC Tax saver Fund                    | Mar-96 | 6.69  | 7.46  | 4.67  | 11.43 | 8.22  | 13.73 | 13.76 | 19.29 |
| HSBC Tax Saver Equity Fund             | Jan-07 | 6.17  | 4.83  | 3.25  | 10.55 | 10.07 | 14.84 | 13.54 | —     |
| IDFC Tax Advantage (ELSS) Fund         | Dec-08 | 5.54  | 1.61  | 7.03  | 13.28 | 12.99 | 17.22 | 15.46 | —     |
| Mirae Asset Tax Saver Fund - Regular   | Dec-15 | 8.03  | 12.21 | 11.25 | 18.66 | —     | —     | —     | —     |

## HYBRID

|                                     |        |      |       |       |       |       |       |       |       |
|-------------------------------------|--------|------|-------|-------|-------|-------|-------|-------|-------|
| ABSL Equity Hybrid '95 Fund         | Feb-95 | 3.35 | 2.82  | 3.82  | 8.22  | 10.25 | 13.91 | 13.10 | 16.57 |
| Canara Robeco Equity Hybrid Fund    | Feb-93 | 7.54 | 9.73  | 8.77  | 11.93 | 11.76 | 14.08 | 13.89 | 17.14 |
| HDFC Hybrid Equity Fund             | Sep-00 | 6.80 | 8.99  | 6.84  | 11.54 | 11.66 | 15.29 | 15.90 | —     |
| ICICI Prudential Balanced Advantage | Dec-06 | 5.03 | 8.28  | 7.93  | 9.59  | 10.22 | —     | —     | —     |
| ICICI Prudential Equity & Debt Fund | Nov-99 | 7.01 | 10.25 | 7.87  | 12.13 | 11.98 | 15.98 | 15.18 | 16.08 |
| Invesco India Dynamic Equity Fund   | Oct-07 | 6.08 | 2.81  | 7.03  | 10.21 | 9.51  | —     | —     | —     |
| Kotak Equity Hybrid Fund - Regular  | Nov-99 | 8.78 | 7.72  | 5.17  | 9.30  | 9.15  | 11.47 | 10.87 | 14.82 |
| L&T Hybrid Equity Fund              | Feb-11 | 4.46 | 3.01  | 4.10  | 9.25  | 11.07 | 14.99 | —     | —     |
| Principal Hybrid Equity Fund        | Jan-00 | 1.35 | 2.21  | 7.05  | 12.68 | 11.03 | 14.53 | 11.98 | 14.12 |
| Reliance Equity Hybrid Fund         | Jun-05 | 2.64 | 0.65  | 3.81  | 8.97  | 10.04 | 13.40 | 12.98 | —     |
| SBI Equity Hybrid Fund              | Dec-95 | 7.47 | 10.38 | 10.15 | 11.32 | 12.48 | 16.41 | 13.05 | 17.22 |
| HDFC Equity Savings Fund            | Sep-04 | 5.33 | 7.75  | 5.92  | 10.38 | 8.36  | —     | —     | —     |
| IDFC Equity Savings Fund - Regular  | Jun-08 | 4.35 | 5.76  | 4.99  | 5.47  | 6.01  | —     | —     | —     |
| Kotak Equity Savings Fund - Regular | Oct-14 | 3.66 | 5.94  | 7.16  | 8.26  | —     | —     | —     | —     |
| Reliance Equity Savings Fund        | May-15 | 0.64 | 0.56  | 2.93  | 6.24  | —     | —     | —     | —     |

## ARBITRAGE FUNDS

| Funds                                  | Launch | 3 Mth* | 6 Mth* | 1 Year* | 2 year** | 3 Year** | 5 Year** |
|--|--------|--------|--------|---------|----------|----------|----------|
| ICICI Prudential Equity Arbitrage Fund | Dec-06 | 1.74   | 3.11   | 6.25    | 6.08     | 6.17     | 6.63     |
| Invesco India Arbitrage Fund           | Apr-07 | 1.62   | 2.95   | 5.89    | 5.86     | 5.98     | 6.51     |
| Kotak Equity Arbitrage Fund Regular    | Sep-05 | 1.74   | 3.18   | 6.38    | 6.28     | 6.29     | 6.73     |

## DEBT

### Debt Oriented & Ultra Short Term Debt Fund

| Funds                                  | Launch | 1 Mth* | 3 Mth* | 6 Mth* | 1 Year* | 2 Year** | 3 Year** | 5 Year** |
|--|--------|--------|--------|--------|---------|----------|----------|----------|
| ABSL Short Term Opportunities Fund     | May-03 | 0.37   | 1.94   | 4.07   | 8.81    | 6.59     | 7.51     | 8.31     |
| Aditya Birla Sun Life Medium Term Plan | Mar-09 | 0.46   | 0.84   | 0.86   | 3.84    | 4.48     | 6.34     | 7.90     |
| HDFC Credit Risk Debt Fund - Regular   | Mar-14 | 0.37   | 1.70   | 3.91   | 7.79    | 5.89     | 7.36     | 8.47     |
| Kotak Credit Risk Fund Regular Plan    | May-10 | 0.21   | 1.60   | 3.70   | 7.45    | 6.38     | 7.50     | 8.28     |
| Invesco India Short Term Fund          | Mar-07 | 0.28   | 1.74   | 4.40   | 8.18    | 5.95     | 6.89     | 7.30     |
| Reliance Credit Risk Fund              | Jun-05 | -0.76  | -2.27  | -0.12  | 3.60    | 4.41     | 6.07     | 7.39     |
| SBI Magnum Income Fund                 | Nov-98 | 0.51   | 2.44   | 4.87   | 9.21    | 5.45     | 7.79     | 8.49     |
| L&T Credit Risk Fund                   | Oct-09 | -1.70  | -1.10  | 0.95   | 4.37    | 4.65     | 6.43     | 7.75     |
| Kotak Savings Fund Regular Plan        | Aug-04 | 0.48   | 1.75   | 3.97   | 8.01    | 7.28     | 7.41     | 7.91     |
| L&T Ultra Short Term Fund              | Apr-03 | 0.49   | 1.72   | 3.83   | 7.89    | 7.28     | 7.42     | 7.88     |
| Kotak Banking and PSU Debt Fund        | Dec-98 | 0.64   | 2.54   | 5.31   | 10.10   | 7.31     | 8.03     | 8.25     |

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

## Dividends declared by equity and equity-oriented funds during the month of June 2019

| Scheme name   | Date       | Dividend declared in ₹ Per unit |
|---|------------|---------------------------------|
| ICICI Prudential Balanced Advantage Fund - Dividend - Monthly   | 03/06/2019 | 0.06                            |
| ICICI Prudential Equity & Debt Fund - Dividend - Monthly        | 03/06/2019 | 0.20                            |
| Tata Hybrid Equity Fund - Regular Plan - Dividend - Monthly     | 03/06/2019 | 0.36                            |
| Taurus Starshare (Multi Cap) Fund - Dividend                    | 05/06/2019 | 0.50                            |
| ICICI Prudential Long Term Equity Fund (Tax Saving) - Dividend  | 12/06/2019 | 0.62                            |
| ICICI Prudential Multi-Asset Fund - Dividend                    | 12/06/2019 | 0.20                            |
| UTI Multi Asset Fund - Retail - Dividend                        | 13/06/2019 | 0.08                            |
| DHFL Pramerica Hybrid Equity Fund - Dividend - Monthly          | 17/06/2019 | 0.17                            |
| Reliance Large Cap Fund - Dividend                              | 17/06/2019 | 0.09                            |
| ICICI Prudential Focused Equity Fund - Retail - Dividend        | 19/06/2019 | 1.82                            |
| Invesco India Dynamic Equity Fund - Dividend                    | 20/06/2019 | 0.12                            |
| Sundaram Mid Cap Fund - Dividend                                | 20/06/2019 | 0.18                            |
| Edelweiss Balanced Advantage Fund - Dividend                    | 24/06/2019 | 0.18                            |
| L&T Conservative Hybrid Fund - Dividend - Quarterly             | 24/06/2019 | 0.18                            |
| L&T Dynamic Equity Fund - Dividend                              | 24/06/2019 | 0.11                            |
| L&T Large and Midcap Fund - Dividend                            | 24/06/2019 | 0.17                            |
| Reliance Balanced Advantage Fund - Dividend                     | 24/06/2019 | 0.16                            |
| Sundaram Equity Hybrid Fund - Dividend                          | 24/06/2019 | 0.14                            |
| UTI Hybrid Equity Fund - Dividend                               | 24/06/2019 | 0.19                            |
| Aditya Birla Sun Life Balanced Advantage Fund - Dividend        | 25/06/2019 | 0.12                            |
| BOIAXA Manufacturing & Infrastructure Fund - Dividend           | 25/06/2019 | 0.44                            |
| BOIAXA Manufacturing & Infrastructure Fund - Dividend           | 25/06/2019 | 0.39                            |
| HDFC Balanced Advantage Fund - Dividend                         | 25/06/2019 | 0.31                            |
| HDFC Hybrid Equity Fund - Dividend                              | 25/06/2019 | 0.32                            |
| Kotak Equity Hybrid - Dividend                                  | 26/06/2019 | 0.14                            |
| LIC MF Equity Hybrid Fund - Plan A - Dividend                   | 26/06/2019 | 0.10                            |
| LIC MF Tax Plan 1997 - Dividend                                 | 26/06/2019 | 0.22                            |
| Baroda Conservative Hybrid Fund - Plan A - Dividend - Quarterly | 27/06/2019 | 0.14                            |
| Baroda Hybrid Equity Fund - Plan A - Dividend                   | 27/06/2019 | 0.30                            |
| Kotak Tax Saver Scheme - Dividend                               | 27/06/2019 | 0.35                            |
| UTI Dividend Yield Fund - Dividend                              | 27/06/2019 | 0.53                            |
| Aditya Birla Sun Life Dividend Yield Fund - Regular Plan        | 28/06/2019 | 0.21                            |
| Canara Robeco Conservative Hybrid Fund - Regular Plan           | 28/06/2019 | 0.22                            |
| Canara Robeco Equity Hybrid Fund - Regular Plan - Dividend      | 28/06/2019 | 0.61                            |
| DHFL Pramerica Hybrid Equity Fund - Dividend                    | 28/06/2019 | 0.30                            |
| DHFL Pramerica Hybrid Equity Fund - Wealth Plan - Dividend      | 28/06/2019 | 0.30                            |
| DHFL Pramerica Large Cap Fund - Dividend                        | 28/06/2019 | 0.44                            |
| DHFL Pramerica Midcap Opportunities Fund - Dividend             | 28/06/2019 | 0.27                            |
| DSP Equity & Bond Fund - Regular Plan - Dividend                | 28/06/2019 | 0.21                            |
| SBI Debt Hybrid Fund - Dividend - Quarterly                     | 28/06/2019 | 0.14                            |
| SBI Multi Asset Allocation Fund - Dividend - Quarterly          | 28/06/2019 | 0.14                            |

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.

## Don't Base Decisions On Short – Term Performance

Investment is a process that requires investors to have patience and perseverance to keep their investments on track during their defined time horizon. A collective investment vehicle such as mutual funds has all the ingredients that are essential to achieve investment success. Mutual funds offer the best in terms of transparency, tax efficiency, liquidity and professional fund management. However, to get the best, it is important to avoid few things that can derail the process. If you are an existing investor or looking to begin, here's what you need to avoid.

### Temptations to time the market

While everyone would like to invest when the markets are down and exit when the markets are high, not many of us can time the market perfectly. That's because short-term market movements can be quite unpredictable. In fact, even the most experienced fund managers find it difficult to time the market successfully on a consistent basis. No wonder, when a common investor tries to do this, he invariably finds the market moving in the opposite direction. Therefore, the best strategy is to follow a goal-based investment process and build an asset allocation based on the time horizon for each of the goals.

### Relying on short-term performance alone

Investors usually have a tendency to make investment decisions based on short-term performance, especially in the case of equity and equity-oriented funds. However, too much emphasis on short-term performance can be quite risky as it doesn't reflect the true potential as well as the risks associated with a fund. The right way to measure the performance of a fund is by considering factors such as consistency, risk-adjusted return and total return. Each of these factors is very important and has a varying degree of significance for different kinds of funds and investors. For example, for some investors, consistency can be a more important measure than total return, that is, growth in NAV plus dividend received. Remember, a fund may have generated an impressive total return for you overtime, but intermittent volatility may make it difficult for you to retain in the portfolio.

### Lack of participation in decision making

Monitoring your own portfolio is as important as taking advice from professionals. This will not only help in assessing the quality of advice you have been receiving but also in ensuring that the portfolio remains on track to achieve your various investment goals over varied time horizons. Besides, it will also keep your advisor on his or her toes.

## 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 Adviser Department at our Andheri office or mail us on [iad@wiseinvestadvisors.com](mailto:iad@wiseinvestadvisors.com)**

## Blend Of Active And Passive Funds Works

Last one and a half year have been quite challenging for equity investors. Although the benchmark indices touched an all-time high after the BJP led NDA swept through most parts of the country in the general elections, many investors are disappointed as their equity mutual fund portfolios have not kept pace with the market. This happened mainly use only a handful of large-cap stocks drove headline indices northward and mid and small-cap stocks bucked the market trend. The narrow market breadth allowed certain categories of passively managed large-cap and large-cap oriented funds such as Index as well as Exchange Traded Funds (ETFs) to outperform actively managed funds with a similar investment universe.

The main question, therefore, is whether passive funds should be a part of every investor's portfolio and, if yes, which ones and in what proportion. Let's begin by understanding more about passive funds and how these are different from actively managed funds.

An index fund is a type of passively managed fund that seeks to track the performance of a benchmark market index such as BSE Sensex or S&P CNX Nifty. To achieve this intended result, the fund maintains the portfolio of all the securities in the same proportion as in the benchmark index. While this ensures that there are no surprises in terms of composition, the downside is that one forfeits the possibilities of earning above average returns that a good quality actively managed fund may be able to do over the longer term.

ETFs are essentially index funds that are listed and traded on an exchange such as stocks. To buy them, one must have a demat account as well as a

trading account with a broker/sub-broker. Like index funds, ETFs also allow long-term investors to diversify their portfolio at one shot and at a lower cost than actively managed funds. ETFs usually score over index funds in terms of lower tracking error and higher efficiency as they allow investors an opportunity to buy/sell any time during the trading hours.

As is evident, there are pros and cons of investing in both actively managed as well as passively managed funds. While the exposure to these two categories of funds should ideally be in line with an investor's time horizon, risk profile, size of the portfolio and the understanding of how different segments of the market behave over time, as a thumb rule the portfolio can be indexed to the extent of 15-20%. Clearly, short-term performance trends shouldn't be the basis of increasing exposure to a particular type of fund.

New investors should begin investing primarily in large-cap oriented ETFs such as Nifty 50 and Sensex.

For investors looking to invest in multi-cap as well as mid and small-cap funds, actively managed funds would be a better bet as fund manager's expertise and investment philosophy can generate alpha over time.

Therefore, investing in a blend of active and passive funds can be a good strategy. Remember, to benefit from the true potential of actively managed funds, one must choose funds well and give them sufficient time to perform. Similarly, before investing money in a passively managed fund, one must be careful about the selection of the index.

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