

ECS CONSULTANTS

Empowering & Enabling Growth Since 1996

INVESTMENT NEWS

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Indian's invest

**2% savings in Mutual Funds,
40% in Bank FD's.**

Are you into that 40% in Bank FD's?

Consider investing through Balanced Advantage Funds (BAF's), which can earn you better returns with tax efficiency (Bank FD's interest are taxed as per your tax slab. MF's BAF's returns are at 10% if it is LTCG > 1 year and if it is STCG <= 1 year, it will be 15%).

To know more about taxes, Please go through the page No.3

BALANCED ADVANTAGE FUNDS



Adapting to market situations to strike the right balance

A common investor dilemma almost every time is - Where, When and How to invest especially in times when there is lot of market -uncertainty!!

Let's understand why this question keeps recurring:

- Predicting Asset class behavior is extremely difficult
- Asset classes can exhibit huge divergence in performance
- Emotional biases like Greed & Fear leads to over or under reaction to market events leading to sub-optimal experience, which in turn clouds future decisions.

So what's the solution

Systematic rule-based approach towards asset allocation is one way to address this challenge.

Contd. in Page 4

Source & Courtesy: FIFA, Axis MF, Nippon MF

Selected Balanced Advantage Funds

- Nippon Balanced Advantage
- Axis Balanced Advantage
- Kotak Balanced Advantage
- ABSL Balanced Advantage
- HDFC Balanced Advantage
- ICICI Pru Balanced Advantage
- SBI Balanced Advantage
- Sundaram Balanced Advantage

Performance details refer Page 2

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



Safe way to get more

33 months 6.60% p.a. payable annually, for Sr. Citizens

(For Individuals 6.35% for 33 months)



ECS Financial
Empowering & Enabling Growth Since 1996

Thank you Investors

2021-2022 has been a wonderful financial year only because of investors like you.

Looking forward towards your continuous support for the financial year 2022-23 too!
Happy New Financial Year!



Invest Rightly. Live Happily.

E. Chandrasekaran &
Team ECS Financial.

RBI Floating Rate Savings Bonds

7.15%

Payable - H-ly

Know your India @

World's Largest Stock Markets

	1. USA	\$46.0 Trillion
	2. China	\$11.3 Trillion
	3. Japan	\$5.7 Trillion
	4. Hong Kong	\$5.5 Trillion
	5. Saudi Arabia	\$3.3 Trillion
	6. India	\$3.2 Trillion
	7. UK	\$3.1 Trillion

FY 22-23 Tax Reckoner - Refer Page 3



5 Steps Of Budgeting

Calculate your total monthly income.

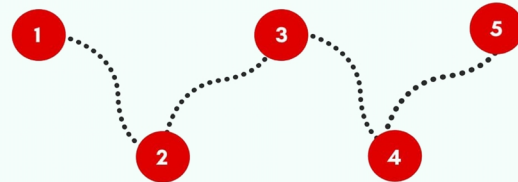
Determine your short, medium & long term financial goals.

Stick to the budget and make changes when required.

Income

Goals

Success



Expenses

Write down all your monthly expenses.

Habits

Adjust your expenses according to the goals.

ECS Financial
Mutual Funds Distributor
Toll Free: 1800 425 2969

Start your budgeting journey from the new financial year and lead a happy financial life.

Source & courtesy: NFP

Govt. Guaranteed Schemes

• RBI FRS Bonds (Taxable)	7.15 p.a.
• PO 5 Year Time Deposit	6.7% p.a.
• PO 5 Year Sr. Citizen Savings Scheme	7.4% p.a.
• PO 5 Year Monthly Income Account	6.6% p.a.
• PO 5 Year NSC	6.8% p.a.
• PO Kisan Vikas Patra (124M)	6.9% p.a.

To know your monthly SIP amount to achieve your Goals

For example: To accumulate ₹1 crore (assuming the returns @ 12%) in 20 years, you should invest monthly ₹10,009. If ₹50 lakhs is goal, ₹5,004 a month for 20 years to be invested. To know more to achieve your Financial Goals

Please see SIP calculator in P4

Attractive Fixed Deposits

Compiled as on 12/04/22

Name	Credit Rating	Period in months	Individual (%)	Sr.Citizen (%) (60+)
Bajaj Finance Ltd.	FAAA	36	6.80	7.05
HDFC Ltd.	FAAA	33	6.35	6.60
LIC Housing Finance	FAAA	36	5.90	6.15
Mahindra Finance	FAAA	36	6.30	6.55
Shriram Transport Finance	FAAA	12	6.50	6.80

Thoughtful Inspirational Quotable Quotes

"The most important thing you can have is a good strategic asset allocation mix. So, what the investor needs to do is have a balanced, structured portfolio - a portfolio that does well in different environments.... we don't know that we're going to win. We have to have diversified bets."

- Ray Dalio

"For every disciplined effort, there is a multiple reward."

- Jim Rohn

"Happy people plan actions, they don't plan results."

- Denis Waitley

"It is the follow through that makes the great difference between ultimate success and failure, because it is so easy to stop"

- Charles f. Kettering

"If you go to your grave without painting your masterpiece, it will not get painted. No one else can paint it but you."

- Gordon MacKenzie

- Mutual Funds • Fixed Deposits / Small Savings • RBI Floating Rate Savings Bonds • Capital Gain Bonds (u/s 54EC) • Tax Saving Schemes • IPOs / FPOs / NCDs
- Stock Broking • Insurance (Life & Health) • Tax Free / Sovereign Gold Bonds • NPS / PAN Services • Loan Against Shares

Note : All Information given in this investment news is true to the best of our knowledge, and we do not own any responsibility legally or otherwise for correctness of the same. Due care is taken while printing investment news. Any discrepancy or mistake found may kindly be brought to our knowledge. Before taking any investment decision, go through or ask for risk factor. Risk Factors : Mutual Fund and Securities investments are subject to market risks and there can be no assurance or guarantee that the scheme(s) objectives will be achieved. Please refer to the offer document before investing. Insurance is the subject matter of solicitation.

Equity Funds - IDCW* Track record & Performance at a glance

*Income Distribution cum Capital Withdrawal

Sl. No.	Fund Name	Launch Date	Value research Rating	AUM (₹ Crs.)	NAV as on 04/04/2022		Year wise IDCW in ₹			Return (%)				Since Inception (%)	Sl. No.
					IDCW	Growth	FY 2018-19	FY 2019-20	FY 2020-21	1 Year	3 Years	5 Years	10 Years		
Balanced Advantage Funds (BAFs) / Dynamic Equity Funds (DEFs) Source & Courtesy: Value Research, Mutual Fund Insight															
1	Aditya Birla SL Balanced Advantage Fund	Apr-00	***	6560	23.18	73.65	1.465	1.361	0.21	11.58	11.71	9.09	11.33	9.52	1
2	DSP Dynamic Asset Allocation Fund	Feb-14	***	4,687	11.98	19.81	0.45	0.36	0.15	6.74	9.62	8	-	8.74	2
3	HDFC Balanced Advantage Fund	Feb-94	**	41,708	29.49	292.91	3.41	3	0.69	22.35	13.66	11.25	13.78	18.08	3
4	Edelweiss Balanced Advantage Fund	Aug-09	****	7472	21.05	36.3	1.3507	0.6641	0.6	14.42	15.68	12.42	11.9	10.75	4
5	Tata Balanced Advantage Fund	Jan-19	****	4,448	15.68	15.68	--	--	--	14.59	15.58	--	--	15.18	5
6	Sundaram Balanced Advantage Fund	Dec-10	**	1248	14.36	25.01	--	--	--	7.98	12.03	9.48	10.9	9.83	6
7	ICICI Prudential Balanced Advantage Fund	Dec-06	****	38,606	16.13	50.07	0.8852	0.656	0.28	12.56	12.3	10.56	12.9	11.12	7
8	Kotak Balanced Advantage Fund	Aug-18	****	13,064	14.59	14.59	-	-	-	10.31	12.05	-	-	10.84	8
Multi Asset Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Axis Triple Advantage Fund	Aug-10	****	1,663	20.32	30.78	0.416	1.1586	0.72	18.7	17.32	12.81	10.6	10.16	1
2	HDFC Multi Asset Fund	Aug-05	***	1438	14.76	48.34	0.79	-	1	16.68	14.5	10.68	10.47	9.93	2
3	ICICI Prudential Multi Asset Fund	Oct-02	****	12703	24.91	443.46	1.2216	2.4432	1.12	31.64	18.32	13.94	15.33	21.54	3
4	Nippon India Multi Asset Fund	Aug-20	Unrated	1,170	13.46	13.46	-	-	-	17.2	-	-	-	19.84	4
5	Tata Multi Asset Opportunities Fund	Mar-20	Unrated	1269	15.83	15.83	-	-	-	17.14	-	-	-	24.21	5
Asset Allocator Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Aditya Birla Sun Life Asset Allocator FoF	Aug-06	Unrated	76	39.91	43.34	-	-	-	14.82	14.59	11.15	12.13	9.83	1
2	ICICI Prudential Asset Allocator (FOF)	Dec-03	****	15179	72.52	79.61	-	-	-	14.56	13.06	11.67	11.74	12	2
3	Nippon India Asset Allocator FoF	Feb-21	Unrated	75	12.52	12.52	-	-	-	20.12	-	-	-	21.44	3
Children's Gift Funds & Retirement Savings Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Axis Retirement Savings Fundn	Dec-19	Unrated	629	13.06	13.05	-	-	-	8.05	-	-	-	12.32	1
2	HDFC Retirement Savings Fund	Feb-16	****	1995	-	29.24	-	-	-	28.65	19.37	15.19	-	19.2	2
3	ICICI Prudential Retirement Fund	Feb-19	Unrated	148	18.6	18.6	-	-	-	40.62	21.4	-	-	22.15	3
4	SBI Retirement Benefit Fund	Feb-21	Unrated	725	13.49	13.5	-	-	-	32.19	-	-	-	30	4
5	Tata Retirement Savings Fund	Nov-11	***	1535	-	42.61	-	-	-	13.21	12.35	11.15	14.77	14.91	5
6	Axis Children's Gift	Dec-15	****	696	20.69	20.7	-	-	-	20.43	16.83	13.23	-	12.19	6
7	Aditya Birla Sun Life Bal Bhavishya Yojna	Feb-19	*	521	13.65	13.64	-	-	-	6.92	8.73	-	-	10.37	7
8	HDFC Children's Gift Fund	Mar-01	****	5,204	187.4	-	-	-	-	20.38	15.42	13.15	15.09	16.33	8
9	ICICI Prudential Child Care Fund	Aug-01	***	834	-	197.32	-	-	-	18.28	11.8	9.35	13.36	15.57	9
10	Tata Young Citizens Fund	Oct-95	Unrated	255	42.02	-	-	-	-	22.69	18.54	11.94	11.96	12.96	10
Flexi Cap Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Aditya Birla Sun Life Flexi Cap Fund	Aug-98	***	15237	130.71	1,162.81	7.1895	6.32	5.63	22.29	16.74	13.1	17.14	22.31	1
2	HDFC Flexi cap Fund	Jan-95	**	26,270	55.81	1,048.24	5.25	4.25	5	29.14	15.76	13.73	14.76	18.6	2
3	Kotak Flexi cap Fund	Sep-09	***	35,811	32.15	53.24	1.3281	1.2	0.88	16.63	14.78	12.95	16.78	14.23	3
4	Motilal Oswal Flexi Cap Fund	Apr-14	**	9763	23.49	33.53	0.8854	-	4.02	5.24	9.27	8.1	-	16.46	4
5	PGIM India Flexi cap Fund	Mar-15	****	3637	18.47	26.42	0.44	0.5025	0.3	27.62	25.74	17.45	-	14.69	5
6	SBI Flexi cap Fund	Sep-05	***	15,248	35.06	78.3	-	-	-	22.92	17.36	14.04	16.83	13.26	6
7	UTI Flexi cap Fund	May-92	****	24043	171.07	251.86	2.9218	2.65	3	17.36	20.59	16.99	16.43	13.15	7
Large & Midcap Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	DSP Equity Opportunities Fund	May-00	***	6,395	28.68	350.64	2.66	2.7	2.8	17.55	16.63	12.82	16.11	17.64	1
2	IDFC Core Equity Fund	Aug-05	**	2334	19.63	70.01	0.8	1.03	-	21.69	15.9	12.36	14	12.39	2
3	Invesco India Growth Opportunities Fund	Aug-07	***	3813	25.83	52.13	-	-	-	18.23	15.07	14.34	15.49	11.92	3
4	Tata Large & Mid Cap Fund	Mar-93	***	2766	52.73	326.96	0.8411	-	-	15.52	17.79	13.52	15.19	12.76	4
Debt Short Term Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Aditya Birla Sun Life Short Term Fund	May-03	****	9418	16.83	38.27	0.857	0.741	0.89	4.63	7.31	7.09	8.6	7.35	1
2	HDFC Short Term Debt Fund	Jun-10	****	15345	17.27	25.69	-	0.6674	0.2225	4.53	7.49	7.36	8.27	8.34	2
3	ICICI Prudential Short Term Fund	Oct-01	****	19226	12.05	47.74	0.8971	1.2917	0.3046	4.07	7.26	6.92	8.15	7.94	3
4	IDFC Bond Fund Short Term Plan	Dec-00	***	12,275	10.46	46.46	0.5076	0.4405	0.6795	3.98	6.79	6.81	7.75	7.47	4
5	SBI Short Term Debt Fund	Jul-07	***	15751	11.81	26.05	0.36	0.288	0.072	4.09	6.74	6.6	7.84	7.58	5

Selected Equity Linked Saving Schemes - IDCW Track record & Performance at a glance

Source & Courtesy: Value Research, Mutual Fund Insight

Sl. No.	Fund Name	Launch Date	Value research Rating	AUM (₹ Crs.)	NAV as on 04/04/2022		Year wise IDCW in ₹			Return (%)				Since Inception (%)	Sl. No.
					IDCW	Growth	FY 2018-19	FY 2019-20	FY 2020-21	1 Year	3 Years	5 Years	10 Years		
1	Axis Long Term Equity Fund	Dec-09	****	31208	24.85	70.58	2.0364	1.85	2.25	14.85	17.12	15.2	18.71	17.26	1
2	Canara Robeco Equity Tax Saver Fund	Mar-93	****	3218	36.53	116.22	1.7708	2.0739	1.55	21.58	21.45	17.81	16.06	15.31	2
3	DSP Tax Saver Fund	Jan-07	****	9,397	20.04	82.42	1.8	0.7	0.71	24.1	19.79	14.86	17.81	14.87	3
4	HDFC Tax saver Fund	Mar-96	*	8,864	54.82	759.56	6	5	6	28.39	13.01	9.94	12.96	23.62	4
5	ICICI Prudential Long Term Equity Fund (Tax Saving)	Aug-99	***	9570	23.33	609.66	2.4792	2.3198	0.7	24.89	17.08	13.42	16.14	19.91	5
6	IDFC Tax Advantage (ELSS) Fund	Dec-08	****	3428	27.8	100.23	0.85	0.37	-	31.34	21.2	16.67	18.06	18.95	6
7	Kotak Tax Saver Regular Plan	Nov-05	****	2415	27.67	73.95	1.3369	1.1908	-	23.6	19.36	14.43	15.48	13	7
8	Mirae Asset Tax Saver Fund	Dec-15	****	10802	21.43	31.52	0.4427	0.84	1.6	22.56	21.63	18.44	-	20.09	8
9	SBI Long Term Equity Fund	Mar-93	***	10300	50.42	223.51	3.0104	3.01	-	21.63	15.84	11.84	14.27	16.31	9
10	Tata India Tax Savings Fund	Mar-96	***	2891	79.26	28.96	8.8541	3.27	-	23.45	17.04	14.17	16.68	18.88	10

SIP It Up To Meet Lifetime Goals

Selected SIP Performance Details as on 31/03/2022

Source & Courtesy: Morningstar

Sl. No.	Scheme Name	Launch Date	Total Investment ₹12,000 (1 year) Value & Return	Total Investment ₹36,000 (3 years) Value & Return	Total Investment ₹60,000 (5 Years) Value & Return	Total Investment ₹1,20,000 (10 years) Value & Return	Since Inception Value & Return	Amount Invested Since inception*					
1	Aditya Birla Sun Life Flexi Cap Fund - Gr	Aug-98	12587.02	9.25	50519.01	23.34	89836.81	16.17	282426.47	16.33	4328319.75	19.20	284000
2	Axis Focused 25 Fund - Gr	Jun-12	12013.54	0.21	47351.91	18.67	87952.59	15.30	-	-	272783.06	16.29	118000
3	Canara Robeco Flexi Cap Fund - Gr	Sep-03	12558.61	8.79	50683.78	23.57	94638.14	18.30	271409.05	15.59	1144883.12	15.57	223000
4	DSP Flexi Cap- Gr	Apr-97	12049.77	0.77	48989.57	21.11	90537.86	16.49	269272.23	15.44	4684605.32	19.32	300000
5	ICICI Prudential Value Discovery Fund-Gr	Aug-04	13384.95	22.21	56052.12	31.04	99237.83	20.25	297547.45	17.30	1253739.6	17.76	212000
6	IDFC Core Equity Fund -Gr	Aug-05	12612.24	9.65	50498.41	23.31	88015.16	15.33	246500.15	13.79	583482.1	11.76	200000
7	Kotak Equity Opportunities Fund - Gr	Sep-04	12776.01	12.28	51172.65	24.27	93011.36	17.59	282032.4	16.30	951711.63	15.30	211000
8	L&T Emerging Businesses Fund-Gr	May-14	13659.79	26.77	63411.35	40.54	106171.87	23.04	-	-	214566.02	20.01	95000
9	Motilal Oswal Flexi Cap Fund-Gr	Apr-14	11526.86	-7.27	41865.92	10.07	72270.53	7.38	-	-	144957.27	10.08	96000
10	Nippon India Growth Fund - Gr	Oct-95	12913.64	14.50	56305.26	31.38	101204.98	21.06	304274.85	17.71	12825224.50	22.57	317000
11	Parag Parikh Flexi Cap Fund-Gr	May-13	12934.11	14.83	56454.61	31.58	108694.64	24.02	-	-	271014.77	20.03	107000
12	SBI Small Cap Fund -Gr	Sep-09	12845.62	13.40	58460.94	34.23	106845.08	23.31	440271.70	24.55	730849.6	22.97	151000
13	Tata Large & Mid Cap Fund-Gr	Mar-93	12362.36	5.68	48995.56	21.12	89358.62	15.95	258962.61	14.71	4173326.23	17.56	298000

RISK FACTORS: Mutual Fund and Securities investments are subject to market risks and there can be no assurance or guarantee that the scheme(s) objectives will be achieved. Please refer to the offer document before investing.

Note: As the SIP beginning dates are different from the scheme launch date, the total amount of SIP installments may not be in line from launch Date of the above mentioned schemes. If you need more details, since inception returns, please do call us

Kotak Balanced Advantage Fund

Scheme Obj: Hybrid: Dynamic Asset Allocation; Scheme Type: Open End; Launch Date: Aug 2018; Fund Manager: Mr. Bisen

Entry Load : N.A., Exit Load : For units in excess of 8% of the investment, 1% will be charged for redemption within 365 days

Top 10 Holdings (as on 31/03/2022)		Fund Performance	
Holdings	Net Asset (%)	Period	%
Kotak Liquid - Plan A - Direct Plan-Gr	11.61	1 Year	5.98
GOI 22/09/2033	6.25	3 Years	11.63
GOI 2028	2.26	5 Years	-
6.67% GOI 15/12/2035	2.13	10 Years	-
6.10% GOI 2031	0.92		
ICICI Bank	3.75		
Reliance Industries	3.38		
Adani Ports and Special Economic Zone Ltd.	3.39		
HDFC Bank	2.36		
Bharti Airtel	2.36		

Top 5 Sectors	
Instruments	%
Financial	10.65
SOV	18.69
Technology	5.34
AAA	7.08
Energy	4.96

Sundaram Balanced Advantage Fund

Scheme Obj: Hybrid: Dynamic Asset Allocation; Scheme Type: Open End; Launch Date: March '20; Fund Manager: Mr.S Bharath;

Entry Load: NA, Exit Load: For units in excess of 25% of the investment, 1% will be charged for redemption within 365 days.

Top 10 Holdings (as on 31/03/2022)		Fund Performance	
Holdings	Net Asset (%)	Period	%
Reliance Industries	5.06	1 Year	5.84
ICICI Bank	4.62	3 Years	11.08
Infosys	3.28	5 Years	9.01
State Bank of India	4.10	10 Years	10.87
HDFC	2.90		
8.05% HDFC 20/06/2022	1.55		
4.79% HPC 23/10/2023*	1.52		
P I Investment Trust	1.24		
6.40% NBARD 31/07/2023	0.93		
LIC HF 361-D 14/02/2022	0.91		
7.32% GOI 28/01/2024	0.76		

Top 5 Sectors	
Instruments	%
Financial	13.09
Cash Equivalent	35.95
AAA	10.06
Technology	6.37
Construction	5.24

Nippon India Balanced Advantage Fund

Scheme Obj: Hybrid: Dynamic Asset Allocation; Scheme Type: Open End; Launch Date: Nov 2004; Fund Manager: Mr. Manish Gunwani;

Entry Load :N.A., Exit Load : For units in excess of 10% of the investment, 1% will be charged for redemption within 365 days.

Top 10 Holdings (as on 31/03/2022)		Fund Performance	
Holdings	Net Asset (%)	Period	%
ICICI Bank	6.07	1 Year	5.85
Infosys	5.19	3 Years	10.20
HDFC Bank	3.77	5 Years	9.53
Reliance Industries	2.64	10 Years	11.84
State Bank of India	2.64		
8.35% GOI 2022	2.22		
5.22% GOI 15/06/2025	2.16		
4.45% GOI 30/10/2034	1.98		
5.15% GOI 2025	1.71		
7.16% GOI 20/05/2023	1.35		

Top 5 Sectors	
Instruments	%
Financial	16.34
Technology	6.91
Cash Equivalent	19.28
SOV	14.90
AAA	10.29

Kotak Tax Saver

Scheme Obj: Equity - ELSS; Scheme Type: Open End; Launch Date: Nov 05; Fund Manager: Mr. Harsha Upadhyaya;

Entry Load : NA, Exit Load : Nil (An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit).

Top 10 Holdings (as on 31/03/2022)		Fund Performance	
Holdings	Net Asset (%)	Period	%
ICICI Bank	7.98	1 Year	11.78
State Bank of India	5.77	3 Years	17.84
Infosys	5.62	5 Years	13.52
Larsen & Toubro	4.44	10 Years	14.57
SRF	3.75		
Tata Consultancy Services	3.40		
HDFC Bank	3.30		
Reliance Industries	2.90		
Bajaj Finance	2.69		
Linde India	2.49		

Top 5 Sectors	
Instruments	%
Financial	25.72
Technology	12.50
Construction	10.33
Services	5.42
Chemicals	5.16

SBI Long Term Equity Fund

Scheme Obj: Equity - ELSS; Scheme Type: Open End; Launch Date: March '93; Fund Manager: Mr. Dinesh Balachandran;

Entry Load : NA, Exit Load : Nil (An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit).

Top 10 Holdings (as on 31/03/2022)		Fund Performance	
Holdings	Net Asset (%)	Period	%
ICICI Bank	5.32	1 Year	8.63
Larsen & Toubro	4.29	3 Years	14.50
Infosys	4.00	5 Years	10.89
Reliance Industries	3.99	10 Years	13.44
State Bank of India	3.77		
ICICI Pru Life Ins Co. Ltd.	3.52		
Tech Mahindra	3.58		
HDFC Bank	2.94		
Cipla	2.93		
Cummins India	2.65		
Mahindra & Mahindra	2.75		

Top 5 Sectors	
Instruments	%
Financial	19.46
Technology	50.83
Construction	10.68
Energy	10.09
Healthcare	8.99

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Tax Reckoner 2022-23 (Tax Rates FY 2022-23)

Capital Gain Taxation

Long Term***	Resident Individual /HUF	Domestic Company	NRI
Equity schemes (provided STT paid at time of redemption/sale)	10% without indexation + 15% surcharge** + 4% Cess = 11.96% ###	10% without indexation + 12% surcharge* + 4% Cess = 11.648% ###	Rate same as RI/HUF.
Equity oriented Fund of Funds (provided STT paid at the time of redemption/sale)	10% without indexation + 15% surcharge** + 4% Cess = 11.96% ###	10% without indexation + 12% surcharge* + 4% Cess = 11.648% ###	Rate same as RI/HUF.
Debt schemes (Listed)	20% with indexation + 15% surcharge** + 4% Cess = 23.92%	20% with indexation + 12% surcharge* + 4% Cess = 23.296%	Rate same as RI/HUF.
Debt Schemes (Unlisted)	20% with indexation + 15% surcharge** + 4% Cess = 23.92%	20% with indexation + 12% surcharge* + 4% Cess = 23.296%	10% without indexation + 15% surcharge** + 4% Cess = 11.96%

Short Term ***	Resident Individual /HUF	Domestic Company	NRI
Equity schemes (provided STT paid at time of redemption/sale)	15% + 15% surcharge** + 4% Cess = 17.94%	15% + 12% surcharge* + 4% Cess = 17.472%	Rate same as RI/HUF.
Equity oriented Fund of Funds	15% + 15% surcharge** + 4% Cess	15% + 12% surcharge* + 4% Cess = 17.472%	Rate same as RI/HUF.
Debt schemes	As per Slab rates# + 37% surcharge** + 4% Cess	As per applicable rate + 12% surcharge* + 4% Cess = ##	Rate same as RI/HUF.

Dividend Distribution Tax ^
The Dividend distributed is taxable in the hands of the person receiving the Dividend. Tax is deducted at source at 10% for Residents and at 20%+Surcharge as applicable + 4% cess for Non- Residents (subject to benefits under the relevant double taxation avoidance agreement)

Tax Deducted at Source (Applicable to NRI Investors) ^

	Short Term Capital Gains	Long Term Capital Gains
Equity schemes (provided STT paid at time of redemption/sale)	15% + 15% Surcharge** + 4% Cess = 17.94%	10% without indexation + 15% surcharge** + 4% cess = 11.96%
Equity oriented Fund of Funds (provided STT paid at the time of redemption/sale)	15% + 15% Surcharge** + 4% Cess = 17.94%	10% without indexation + 15% surcharge** + 4% cess = 11.96%
Other schemes (Listed)	30% + 37% Surcharge** + 4% Cess = 42.744%	20% with Indexation + 15% Surcharge** + 4% Cess = 23.92%
Other schemes (Unlisted)	30% + 37% Surcharge** + 4% Cess = 42.744%	10% without Indexation + 15% Surcharge** + 4% Cess = 11.96%

Tax Deducted at Source (Applicable to Resident Investors) + ^
On insertion of Section 194K, a Mutual Fund is liable to charge TDS at the rate of 10% at the time of credit of income from the units of the Mutual Fund to the account of the payee or at the time of payment thereof by any mode, whichever is earlier, if the income exceeds Rs.5,000.

#Income-tax rates for Individual/HUF

Who want to avail tax exemptions and deductions		For Individuals who do not want to avail tax exemptions and deductions (As per section 115BAC)	
Total Income	Tax Rates (c) **	Total Income	Tax Rates (c) **
Up to INR 250,000 (a) and (b)	Nil@	Up to INR 250,000	Nil@
INR 250,001 to INR 500,000 ^b	5%	INR 250,001 to INR 500,000	5%
INR 500,001 to INR 1,000,000	20%	INR 500,001 to INR 750,000	10%
INR 1,000,001 and above	30%	INR 750,001 to INR 1,000,000	15%
		INR 1,000,001 to INR 1,250,000	20%
		INR 1,250,001 to INR 1,500,000	25%
		INR 1,500,001 and above	30%

*Surcharge at the rate of 12% is applicable on domestic companies where the income exceeds INR 10 Crores and where income exceeds 1 crore but is less than 10 crores surcharge of 7% is applicable.
** In case of income arising from the transfer of equity share/unit referred to in section 111A and section 112A, surcharge at the rate of 10% is applicable to Individuals/HUF where total income exceeds 50 lakhs but is less than INR 1 crore; surcharge rate of 15% is applicable to Individuals/HUF having total income exceeding INR 1 Crore.
Further, the Finance Bill, 2022 has proposed that in case of Long term capital gains arising from transfer of any asset (in addition to above), maximum surcharge at the rate of 15% is applicable. In case of any other income, surcharge at the rate of 10% is applicable to Individuals/HUF where total income exceeds 50 lakhs but is less than INR 1 crore; surcharge rate of 15% is applicable to Individuals/HUF having total income exceeding INR 1 Crore but less than INR 2 crore; surcharge rate of 25% is applicable to Individuals/HUF having total income exceeding INR 2 Crore but less than INR 5 crore and surcharge rate of 37% is applicable to Individuals/HUF having total income exceeding INR 5 Crore.
(a) In the case of a resident individual of the age of 60 years or more but less than 80 years, the basic exemption limit is INR 300,000.
(b) In the case of a resident individual of the age of 80 years or more, the basic exemption limit is INR 500,000.
(c) Health and education cess is proposed to be levied at 4% on income-tax and surcharge.
*** In order to qualify as long-term capital asset, the units of equity oriented funds (including equity oriented Fund of Funds) should be held for a period of more than 12 months. Units of other mutual funds should be held for a period of more than 36 months to qualify as long-term capital assets.
(d) In cases where the taxable income, reduced by long term capital gains / short term capital gains of a resident individual/HUF is below the basic exemption limit, the long term capital gain / short term capital gains will be reduced to the extent of this shortfall and only the balance is chargeable to income tax.
The benefits of this provision are not available to NRIs.
& Rebate of upto INR 12,500 available for resident individuals whose total income does not exceed INR 500,000. However, such rebate should not be available with respect to income-tax on long-term capital gains arising on transfer of units of equity schemes and equity oriented Fund of Funds referred above.
The corporate tax rate is proposed to be charged at the rate of 25% in case of domestic companies having total turnover or gross receipts in the financial year 2020-21 not exceeding INR 400 crores. Companies may opt for beneficial tax rate of 22% (+10% Surcharge + 4% cess) in case of existing domestic companies (as per Section 115BAA of the Act) and 15% (+10% Surcharge + 4% cess) for new domestic companies (as per Section 115BAB of the Act) subject to prescribed conditions. Tax rate of 22% (+10% Surcharge + 4% cess) should apply in case of new domestic companies (under Section 115BAB) where income is earned from any source other than manufacturing business and special tax rates (for instance section 111A, 112 and 112A) are not applicable.
Aggregate long term capital gains up to Rs. 1 lakh arising on transfer of equity shares, equity oriented mutual funds, equity oriented trust should not be taxable. For companies which have offered income under beneficial provisions of section 115BAB/115BAA, applicable surcharge rate would be 10%.
%Further, the cost of acquisition of units purchased before 1 February 2018, to be higher of: (a) actual cost of acquisition of units; and (b) lower of fair market value as on 31 January 2018 and the sale / redemption value.
+ Wef 1 July 2021, tax shall be withheld at 0.1% (on amounts exceeding INR 5m) applicable on purchase of goods (likely to include unlisted shares and securities) from residents, if the sales, gross receipts or turnover from the business carried on by the purchaser exceeds INR 100m in the preceding FY.
^ Higher rate of TDS (5%, two times of the specified TDS rate or two times the rate in force; whichever is higher) to apply in certain cases where the recipient has not filed income-tax return in the last two previous years and TDS or TCS in his case exceeds INR 0.05m in each year.
Note: (1) The rates above are based on the proposals in the Finance Bill, 2022. (2) The above rates are based on the assumption that the units are held by the investors as capital assets and not as stock in trade. (3) For the above purpose, the equity schemes referred above means a scheme of a mutual fund specified under section 10(23D) of Income-tax Act, 1961 which invests minimum of 65% of the total proceeds of such fund in the equity shares of listed domestic companies. (4) For the above purpose, Equity oriented Fund of Funds means a mutual fund specified under section 10(23D) of the Act which invests minimum of 90% of the total proceeds in the units of another fund which is traded on recognised stock exchange and such other fund also invests a minimum of 90 percent of its total proceeds in equity shares of listed domestic companies.
(5) Fair Market Value for listed units of equity schemes or equity oriented Fund of Funds means highest price of the units quoted in the recognised stock exchange on 31 January 2018. However if there is no trading on stock exchange for such units on 31 January 2018, FMV for such units means highest price on such exchange on date immediately preceding 31 January 2018. (6) Fair Market Value of units not listed on recognised stock exchange means net asset value of such units as on 31 January 2018 (7) The NRI investors may be entitled to the benefits of respective tax treaties, if the same are more beneficial than above tax rates (subject to conditions).
Disclaimer: The above is provided only for general information purpose. In view of the different nature of tax benefits, each investor is advised to consult with his or her own tax consultant with respect to the specific tax implications arising out of their participation in the schemes. ICICI Prudential Asset Management Company Ltd. (including its affiliates), ICICI Prudential Mutual Fund and any of its officers, directors, personnel and employees, shall not be liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner. The recipient alone shall be fully responsible/liable for any decision taken on the basis of this material. Mutual Fund investments are subject to market risks, read all scheme related documents carefully.
Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Indian's invest 2% savings in Mutual Funds, 40% in Bank FD's*.

Contd. from Page 1

To quote Harry Markowitz, Noble laureate and the pioneer of modern portfolio theory, Diversification is the only free lunch in investing. Simple Steps to Counter Volatility and Attempt to Generate Potential Long Term Risk Adjusted Returns

- Avoid emotional bias - via disciplined rule based investing
- Reduce downside risk as Losing Less = Gaining more
- Manage risk through asset allocation and diversification

We have witnessed multiple examples of how individuals with very less understanding of financial markets had become better wealth creators purely due to disciplined investing across market conditions over the long run.

Make Volatility your 'Best Friend'

While all of us appreciate the Equity Wealth creation possibilities as illustrated by the journey of S&P BSE Sensex from 100 to 60,000 in last 42 years (CAGR: 16%) the volatility often scares investors. For instance in last 20 years: 41% of the months S&P BSE Sensex has given negative returns.

Interestingly this volatility potentially reduces over the long term highlighting the importance of discipline

Rolling Returns of Sensex over 1, 3, 5 and 10 years since 1980 highlighting instances of negative and positive returns

Source: MFI Explorer data as of Dec 31 2021. Past performance may or may not be sustained in future and the same may not necessarily provide the basis for comparison with other investment. Rolling returns shown above reflect returns in overlapping cycles of 1/3/5/7/10 since 1980. For ex, for 10 years rolling returns, we have considered returns of each 10 yr period starting 1980, i.e. Jan-80 to Dec-90 etc

To summarize - Investing objectively (Avoiding Emotional bias) and in a disciplined manner is the key to counter volatility & achieving long term goals. The valuation parameters chosen at the time of strategising, varies across Industry. Having said that rule based asset allocation ensures stability over the long term and aims to reduce volatility.

Source & Courtesy: FIFA, Axis MF, Nippon MF

Term plan premiums

Term Insurance Plan (u/s.80C)

Pay Just ₹5024* & get ₹50 lakhs Life Coverage

TERM INSURANCE PREMIUM TABLE (Premium inclusive of service Tax)

Insurance co. Name	Age (yrs)	Term (yrs)	(₹) 50 lakhs*	(₹) 1 crore*
"HDFC Life"	25	30	7928	14433
Click 2 protect	35	20	9316	17274
3D Plus	45	10	13825	25180
LIC	25	30	9912	19824
AMULYA	35	20	13983	27966
JEEVAN	45	10	22360	44722
SBI Life	25	30	6904	11506
Smart	35	20	9187	15311
Shield	45	10	13897	23162

* Premium for 25 yrs old male for 30 yrs term Insurance is the subject matter of solicitation.

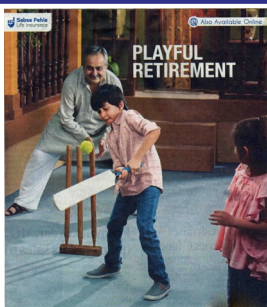
For selecting the right policy with cost efficient and maximum benefits, Please Call : 098410 01787

HEALTH INSURANCE PREMIUM TABLE

(Premium inclusive of GST in ₹)

Insurance Company - Plan	Age Group	SI 2 Lakhs	SI 3 Lakhs	SI 4 Lakhs	SI 5 Lakhs
Star Medi	5M-35	--	5913	7114	7826
Classic - Individual	36-45	--	6601	7951	8745
	46-50	--	9472	11439	12582
HDFC ERGO	18-35	--	6282	--	7971
Optima Restore	36-45	--	7110	--	9020
	46-50	--	10399	--	13194

For selecting the right policy with cost efficient and maximum benefits, Please Call : 098410 01787 Insurance is the subject matter of solicitation.



Sample Illustration: Age - 50, Annuity payable - Yearly, Mode - Offline

Purchase Price	25 L	50 L	1 Crore	5 Crore
Option A	1,79,750	3,60,250	7,21,500	36,07,500
Option F	1,46,250	2,93,250	5,87,500	29,37,500
Option J	1,45,500	2,91,750	5,84,500	29,22,500

To know more details, invest & Doorstep Service, Please Call your nearest **ECS Financial** or Please Call : 098410 01787

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Telangana Urban Region

SECUNDERABAD	1-7-284/293, Office No. 303, 3 rd floor, Jade Arcade, Paradise, M.G.Road, Sec'bad - 03.	040 - 2784 4411	99489 80066
BASHEERBAGH	Room No: 202, Shop No: 3-6-290/12/2, 11 th floor, Opp. Hotel Central park, Hyderguda, Hyd-29.	040 - 23261396	98480 66255
AMEERPET	H.NO.7-1-471-472, Gurukrupa Complex, Opp. Gurudwara, Ameerpet, Hyderabad - 16.	040 - 23731636	99480 97642
MALKAJGIRI	22-103, Beside Bank of Maharashtra, R.K.Nagar, Malkajgiri, Hyderabad - 500047.	040 - 27243201	98488 11501
KUKATPALLY	2-22-1/92, G-3, Manju plaza, Bhagyanagar colony, Kukatpally, Hyderabad - 500072.	040 - 23060451	98488 23656
CHAITANYAPURI	H.No: 13-3-13, Lakshmi Nivas Building, Hanuman Nagar, Road No: 4B, Chaitanyapuri, Hyderabad - 500 060.	040 - 24152771	98480 44868
HABSIGUDA	H.No: 7-102, Adj. lane to SBH, Scientists colony, Habsiguda, Hyd erabad - 500007.	040 - 27153748	98489 91242
TRIMULGHERRY	3-5-10, Brindavan Apts, Trimulgherry, Secunderabad - 500015.	040 - 27797253	99128 22611
YAPRAL	Shop No: 7, Plot No: 25, Hi -Tension Road, Opp. Krant's Park Royal, Near Vijaya Ganapathi Temple, Sainikpuri, Secunderabad - 500 094.	040 - 3516 8184	70362 07831
MADHAPUR	H.No: 1-98/89/5, Road No: 1, Sai Nagar, Madhapur, Serilingampally, Hyderabad - 500 081.	040 - 48554612	70363 83065
BAGH AMBERPET	H.No: 2-2-647/A/68, 4 th Road, Sai Baba Nagar, E-Seva Lane, Shivam Road, Bagh Amberpet, Hyderabad - 500 013.	040 - 27424613	99480 43743
SUCHITRA	Plot No: 58, Sri Durga Estates, Near Suchitra Circle, Bank Colony Road, Hyderabad - 55.	040 - 46012598	81210 42180

Telangana Rural Region

WARANGAL	Door No: 1-7-1105/1, Advocates Colony, Nakkala Gutta, Hanmakonda - 506001.	0870 - 2931717	98488 23220
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Andhra Pradesh Region

VIJAYAWADA	40-9-99, 1 st Floor, Rama Krupa Complex, Sai Nagar, Benz Circle, Vijayawada - 520 008	0866 - 6626203	98480 27503
VISHAKAPATNAM	47-9-17, 1 st Floor, Illrd Lane, Dwarakanagar, Vizag - 530016.	0891 - 2591171	98480 50477
RAJAMAHEN-DRAVARAM	D. No. 6-13-2, Gr Floor, Near RK Honda Showroom, Kankatala vari Street, T.Nagar, Rajamahendravaram - 533101.	0883 - 2437124	98486 29443

Bengaluru Region

REGIONAL OFFICE	320/422, 1 st floor, 9th cross, 8 th Main, Near, Balambika Temple, Shastri Nagar, Bengaluru - 28	080 - 41330602	99800 60787
SHASTRINAGAR BRANCH	320/422, 1 st floor, 9th cross, 8 th Main, Near, Balambika Temple, Shastri Nagar, Bengaluru - 28	080 - 41330602	99809 66112

Chennai Region

T.NAGAR	Flat No.304, 2 nd flr, Devi Narayanan Apartment, Rameswaram Road, T.Nagar, Chennai - 600 017	044 - 24337614	98410 11705
MADIPAKKAM	3/209, Medavakkam Main Road, Adj. KFC, Madipakkam Koot Road, Chennai - 600 091	044 - 22470082	98410 10082

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Capital Gain Bonds

All CG Bonds now offers 5% p.a. and Pay Annually

Invest in Capital Gain Bonds and Save Capital Gain Tax up to 20%

- REC (XVI) (Y-ly Int dt. 30th June)
- PFC (VI) (Y-ly Int dt. 1st April)
- IRFC (VI) (Y-ly Int dt. 15th Oct)

"If you want happiness for a year, inherit a fortune. If you want happiness for a lifetime, help someone else." - Confucius

Invest your idle money in Liquid / Ultra Short Funds and be surprised by inflation adjusted returns and High Liquidity

LIQUID FUNDS RETURNS AS ON 04/04/2022	15D	30D	3M	6M	1Y
Aditya Birla Sun Life Low Duration Fund (G)	0.12	0.48	1.01	1.7	3.86
DSP Ultra Short Fund (G)	0.1	0.39	0.87	1.58	3.07
HDFC Low Duration Fund (G)	0.19	0.47	0.94	1.6	4.00
ICICI Prudential Savings Fund (G)	0.16	0.58	0.8	1.16	4.12

RISK FACTORS: Mutual Fund and Securities investments are subject to market risks and there can be no assurance or guarantee that the scheme(s) objectives will be achieved. Please refer to the offer document before investing.

R.N.I No.APENG/2004/12047 POSTAL REGN.NO.: L1/HQ/SD/510/2022-24

Registered News Paper

To

WHITEOAK CAPITAL ASSET MANAGEMENT **ECS Financial** **SIP Calculator**

My Expected Rate of Return % p.a.	8%				12%				15%			
	5	10	20	25	5	10	20	25	5	10	20	25
I will do a SIP for (years)	5	10	20	25	5	10	20	25	5	10	20	25
My Goal is to accumulate (₹)	My SIP should be* (Monthly investment) (₹)											
5,00,000	6,760	2,715	843	522	6,062	2,152	500	263	5,575	1,794	330	152
10,00,000	13,520	5,430	1,686	1,045	12,123	4,304	1,001	527	11,151	3,589	660	304
25,00,000	33,799	13,575	4,216	2,611	30,308	10,760	2,502	1,317	27,876	8,972	1,649	761
50,00,000	67,598	27,149	8,432	5,223	60,616	21,520	5,004	2,635	55,753	17,943	3,298	1,522
75,00,000	1,01,397	40,724	12,649	7,834	90,924	32,280	7,506	3,952	83,629	26,915	4,947	2,284
1,00,00,000	1,35,196	54,299	16,865	10,445	1,21,232	43,041	10,009	5,270	1,11,505	35,886	6,597	3,045
2,00,00,000	2,70,392	1,08,598	33,730	20,891	2,42,464	86,081	20,017	10,539	2,23,011	71,773	13,193	6,090
3,00,00,000	4,05,588	1,62,897	50,595	31,336	3,63,696	1,29,122	30,026	15,809	3,34,516	1,07,659	19,790	9,135
5,00,00,000	6,75,980	2,71,495	84,325	52,227	6,06,161	2,15,203	50,043	26,349	5,57,527	1,79,432	32,983	15,225
10,00,00,000	13,51,960	5,42,989	1,68,649	1,04,453	12,12,322	4,30,405	1,00,085	52,697	11,15,055	3,58,864	65,965	30,450

*Investments are considered to have been made on the first business day of the month. The above table is for illustrative purposes only and does not indicate the performance of any security or investments. Rates of return are assumed for the purpose of illustration and the actual returns will vary based on the nature of instruments/funds and market conditions.

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

Source & Courtesy: Whiteoak Capital Asset Management

Note: All Information given in this investment news is true to the best of our knowledge, and we do not own any responsibility legally or otherwise for correctness of the same. Due care is taken while printing investment news. Any discrepancy or mistake found may kindly be brought to our knowledge. Before taking any investment decision go through or ask for risk factor. **Risk Factors:** Mutual Fund and Securities investments are subject to market risks and there can be no assurance or guarantee that the scheme(s) objectives will be achieved. Please refer to the offer document before investing. Insurance is the subject matter of solicitation.

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