

ECS FINANCIAL JOURNAL

Empowering & Enabling Growth Since 1996

INVESTMENT NEWS

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Thank you Investor



& Well wishers for your trust and support since 27 Financial Years.

We, Team **ECS Financial**, earnestly thank you and your family for the continued support and esteemed patronage extended to us over the years and in the financial year 2022-23.

We have grown with your commendable goodwill and incredible faith in our organization.

May this New Financial Year bestow you with the best of everything.

Looking forward to a fruitful New Financial Year 2023-24 and long lasting association in our continued journey.

Team **ECS Financial**



Be Empowered



Asset Allocation is the key to your Financial well-being

Financial year-wise performance

Winners among asset classes keep rotating. Suitable asset allocation is important in meeting the financial goals.

FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23
S&P 500 31.7	Nifty Smallcap 250 62.8	Gold 10.5	Nifty Smallcap 250 40.6	Nifty Smallcap 250 12.9	Nifty 50 16.4	Gold 37.2	Nifty Smallcap 250 118.7	Nifty Smallcap 250 37.0	Gold 13.6
Nifty Smallcap 250 22.9	Nifty Midcap 100 52.5	G-Sec 8.0	Nifty Midcap 100 36.5	S&P 500 12.3	S&P 500 13.9	G-Sec 14.7	Nifty Midcap 100 103.9	Nifty Midcap 100 26.7	T-Bill 5.5
Nifty 50 19.5	Nifty 50 28.2	T-Bill 7.8	Nifty 50 20.2	Nifty 50 11.8	T-Bill 7.1	T-Bill 6.2	Nifty 50 72.5	Nifty 50 20.3	G-Sec 3.4
Nifty Midcap 100 18.3	S&P 500 15.3	S&P 500 5.6	S&P 500 12.3	Nifty Midcap 100 10.3	G-Sec 6.8	S&P 500 -0.4	S&P 500 48.8	S&P 500 18.2	Nifty Midcap 100 2.0
T-Bill 8.6	G-Sec 14.6	Nifty Midcap 100 -0.6	G-Sec 11.9	T-Bill 6.4	Gold 1.4	Nifty 50 -25.0	T-Bill 3.8	Gold 16.7	Nifty 50 0.6
G-Sec -1.0	T-Bill 8.8	Nifty Smallcap 250 -5.9	T-Bill 6.7	Gold 5.6	Nifty Midcap 100 -1.9	Nifty Midcap 100 -35.1	G-Sec 3.6	T-Bill 3.7	S&P 500 -1.6
Gold -7.9	Gold -6.4	Nifty 50 -7.8	Gold -2.3	G-Sec -0.4	Nifty Smallcap 250 -12.4	Nifty Smallcap 250 -40.2	Gold -0.2	G-Sec 1.1	Nifty Smallcap 250 -6.0

Returns as of March 31, 2023. T-Bill: treasury bills; G-sec: government securities; For large-cap, we have used Nifty 50 TRI data; for mid-cap, Nifty Midcap 100 - TRI data; for small-cap, Nifty Smallcap 250 TRI data; for T-Bill, Crisil 91 Day T-Bill Index data; for G-sec, Crisil 10 Year Gilt Index data; for international, S&P 500 index data (converted to rupee returns). Nippon India ETF Gold BeES is used as a proxy for gold asset class. S&P 500 returns are converted to INR for all the years - based on exchange rates at the beginning and end of the financial year. Also for S&P 500, price returns are taken instead of total returns.

Source: ACE MF

Tax Reckoner 2023-24 - Page 3

Govt. Guaranteed Schemes

● RBI FRS Bonds (Taxable)	7.35% p.a.
● PO 5 Year Time Deposit	7.50% p.a.
● PO 5 Year Sr. Citizen Savings Scheme	8.20% p.a.
● PO 5 Year Monthly Income Account	7.40% p.a.
● PO 5 Year NSC	7.70% p.a.
● PO Kisan Vikas Patra (115M)	7.50% p.a.

Secured NCD's

1) Edelweiss Financial (Now Open)	9.60% p.a.
2) Muthoot Finance (Opens on 12/04/23)	8.50% p.a.
3) Cholamandalam Investments	Opening Shortly

Thoughtful Inspirational Quotable Quotes

"Money is like a sixth sense and you can't make use of the other five without it." - William Somerset Maugham

"If your outgo exceeds your income, your upkeep becomes your downfall." - Jim Rohn

"By thinking big, we can transform our world." - Ben Carson

"Infuse your life with action. Don't wait for it to happen. Make it happen. Make your own future. Make your own hope. Make your own love. And whatever your beliefs, honor your creator, not by passively waiting for grace to come down from upon high, but by doing what you can to make grace happen... yourself, right now, right down here on Earth." - Bradley Whitford

"Wellness is not a 'medical fix' but a way of living - a lifestyle sensitive and responsive to all the dimensions of body, mind, and spirit, an approach to life we each design to achieve our highest potential for well-being now and forever." - Greg Anderson

Kindly note, the above Data indicates Asset Allocation is key to building a portfolio to overcome the volatility and earn better returns.



Invest in

- Hybrid Equity Funds
- Balanced Advantage Funds
- Large & Mid Cap Funds
- Multicap Funds
- Debt Funds (Short / Medium Term)
- Gold Funds
- International Funds

To know more and to invest rightly & Save Tax, please call **ECS Financial**.

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Secunderabad : 99489 80066	Telangana RO : 98480 27443
Basheerbagh : 98480 66255	Vijayawada : 98480 27503
Ameerpet : 99480 97642	Vizag : 98480 50477
Malkajgiri : 98488 11501	Rajamahendravaram : 98486 29443
Kukatpally : 98488 23656	Bengaluru RO : 99809 66112
Dilsukhnagar : 98480 44868	Shastri Nagar : 99800 60787
Habsiguda : 98489 91242	Malleshwaram : 83174 19139
Trimulgherry : 99128 22611	Chennai RO : 98410 11705
Yapral : 76590 08855	T- Nagar : 98410 01787
: 70362 07831	Madipakkam : 98410 10082
Madhapur : 70363 83065	Coimbatore : 83411 30969
Bagh Amberpet : 99480 90022	Head Office : 70325 33609
Suchitra : 81210 42180	: 98480 32339
Warangal : 98488 23220	E-mail: grow@ecsfinancial.co.in



ICICI Prudential Innovation Fund

(An open-ended equity scheme following innovation theme)

Investment Objective: To generate long term capital appreciation by predominantly investing in equity & equity related securities of companies and units of global mutual funds/ETFs that can benefit from innovation strategies and themes.

Allocation: The scheme will invest min. 80% in companies adopting innovation strategies and themes & Overseas Securities adopting innovation strategies and themes.

Plans and Options: Growth and IDCW.

Fund Manager: Anish Tawakley and Vaibhav Dusad, for Overseas investment Sharmila D'Mello.

Min. Amt: ₹5,000/- and in multiples of ₹1/- thereafter.

Benchmark Index: NIFTY 500 TRI.

Entry Load: Not Applicable. **Exit Load:** 1%.

NFO Closes on 24/04/2023

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

Attractive Fixed Deposits

Compiled as on 06/04/2023

Name	Credit Rating	Period in months	Individual (%)	Sr. Citizen (%) (60+)
Bajaj Finance Ltd.	AAA	15 44	7.45 7.95	7.70 8.20
HDFC Ltd.	AAA	15 45	7.45 7.70	7.70 7.95
LIC Housing Finance	AAA	18 60	7.10 7.50	7.35 7.75
ICICI Home Finance	AAA	12 65	7.00 7.70	7.25 7.95
Mahindra Finance	AAA	12 36	7.40 7.70	7.65 7.95
PNB Housing Finance	AA	12 36	7.35 7.70	7.60 7.95
Shriram Finance	AA+	18 50	7.75 8.50	8.28 9.04

- 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 / General) ● 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.

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

Sl. No.	Fund Name	Launch Date	Value research Rating	AUM (₹ Crs.)	NAV as on 03/04/2023		Year wise IDCW in ₹			Return (%)				Since Inception (%)	Sl. No.
					IDCW	Growth	FY 2020-21	FY 2021-22	FY 2022-23	1 Year	3 Years	5 Years	10 Years		
Multi Asset Funds & Asset Allocator Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	HDFC Multi Asset Fund	Aug-05	****	1,644	14.02	50.07	1	1.25	1.25	4.73	23.23	9.9	10.15	9.56	1
2	ICICI Prudential Multi Asset Fund	Oct-02	****	16,450	25.22	481.96	2.02	1.92	1.92	9.79	32.6	13.64	15.75	20.88	2
3	Nippon India Multi Asset Fund	Aug-20	Unrated	1,134	13.68	13.68	-	-	-	2.54	-	-	-	12.83	3
4	Tata Multi Asset Opportunities Fund	Mar-20	****	1,489	16.12	16.12	-	-	-	2.77	22.67	-	-	16.76	4
5	Aditya Birla Sun Life Asset Allocator FoF	Aug-06	****	157	39.95	43.38	-	-	-	0.98	20.53	9.03	12.07	9.22	5
Hybrid Equity Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	HDFC Hybrid Equity Fund	Apr-05	****	18,730	13.81	84.77	0.75	1	1	5.49	27.61	10.46	14.82	15.19	1
2	ICICI Prudential Equity & Debt Fund	Nov-99	****	21,233	19.85	240.19	0.35	0.75	1.8	5.07	32.63	13.76	16	14.53	2
3	Kotak Equity Hybrid Fund	Nov-99	****	3,269	24.09	41	0.234	-	-	2.04	28.4	11.17	12.08	13.97	3
4	Canara Robeco Equity Hybrid Fund	Feb-93	****	8,236	81.64	243.98	0.75	9.22	7.4	-0.31	20.97	10.79	13.68	12.19	4
5	Nippon India Equity Hybrid Fund	Jun-05	*	2,765	20.05	69.42	-	-	1.25	3.59	26.75	5.08	11.2	11.48	5
Balanced Advantage Funds (BAFs) / Dynamic Equity Funds (DEFs) Source & Courtesy: Value Research, Mutual Fund Insight															
1	Aditya Birla SL Balanced Advantage Fund	Apr-00	****	6,386	22.19	74.88	1.26	1.29	1.35	2.8	19.36	8.36	10.86	9.17	1
2	HDFC Balanced Advantage Fund	Feb-94	****	51,042	29.36	324.39	2.76	2.94	3.12	11.89	30.97	12.22	14.54	17.83	2
3	Tata Balanced Advantage Fund	Jan-19	****	6,397	15.22	15.22	--	--	--	3.42	18.68	-	-	10.58	3
4	Sundaram Balanced Advantage Fund	Dec-10	****	1,533	13.61	25.89	0.71	0.75	0.99	2	14.91	8.66	10.69	9.28	4
5	ICICI Prudential Balanced Advantage Fund	Dec-06	****	44,516	16.42	52.04	1.11	1.58	1.60	5.75	21.68	9.56	12.22	10.75	5
Children's Gift Funds & Retirement Savings Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	HDFC Children's Gift Fund	Mar-01	****	6,157	200.62	-	-	-	-	8.41	28.48	11.83	15.24	15.9	1
2	Axis Children's Gift	Dec-15	**	685	18.78	18.78	-	-	-	-8.04	18.86	8.29	-	8.99	2
3	Tata Young Citizens Fund	Oct-95	Unrated	258	41.2	-	-	-	-	-0.26	29.49	9.33	10.97	12.38	3
4	HDFC Retirement Savings Fund	Feb-16	****	2,697	-	31.41	-	-	-	9.19	37.12	13.19	-	17.47	4
5	ICICI Prudential Retirement Fund	Feb-19	****	209	16.76	16.75	-	-	-	-3.22	33.06	-	-	13.41	5
6	SBI Retirement Benefit Fund	Feb-21	Unrated	1,229	13.65	13.65	-	-	-	4.81	-	-	-	15.66	6
Multi Cap Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Aditya Birla Sun Life Multi-Cap Fund	May-21	Unrated	3,592	11.99	11.99	-	-	-	-2.66	-	-	-	9.99	1
2	Sundaram Multi Cap Fund	Oct-00	Unrated	1,795	46.58	228.54	1.78	3.58	3.6	-4.5	30.03	8.64	15.12	14.68	2
3	Nippon India Multi Cap Fund	Mar-05	Unrated	14,092	41.07	163.49	-	1.75	3.75	6.59	39.04	12.29	14.67	16.77	3
4	HDFC Multi Cap Fund	Dec-21	Unrated	5,790	10.82	10.82	-	-	-	-7.86	-	-	-	6.17	4
5	ICICI Prudential Multicap Fund	Oct-94	Unrated	6,929	23.72	455.99	2.25	2.5	2.5	2.65	32.42	10.85	15.02	11.48	5
Large & Midcap Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	DSP Equity Opportunities Fund	May-00	***	7,111	26.58	352.6	2.7	2.8	5.3	2.17	30.11	10.36	15.32	16.84	1
2	Tata Large & Mid Cap Fund	Mar-93	****	3,681	56.1	348.08	-	-	-	8.09	31.6	12.65	15.19	12.55	2
3	Motilal Oswal Large and Midcap Fund	Oct-19	***	1,416	14.85	16.91	-	1.05	1.08	7.14	31.76	-	-	16.38	3
4	Aditya Birla SL Equity Advantage Fund	Feb-95	*	4,836	102.93	575.66	4.96	7.00	7.10	-11.12	26.35	6.91	14.59	16.29	4
5	Hdfc Large and Midcap Fund	Feb-94	****	7,898	24.22	192.79	2.00	2.00	1.50	2.59	35.6	12.65	11.73	11.83	5
Mid Cap & Small Cap Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Kotak Emerging Equity Fund	Mar-07	****	23,963	40.81	74.31	0.536	-	-	3.09	37.91	13.22	19.83	13.34	1
2	Sundaram Mid Cap Fund	Jul-02	**	7,049	41.1	714.14	0.14	2.87	3.23	1.84	31.01	7.14	16.51	22.96	2
3	HDFC Mid-Cap Opportunities Fund	Jun-07	****	35,010	33.68	100.07	3	3.5	3.5	9.26	38.73	11.75	19.08	15.71	3
4	Nippon India Small Cap	Sep-10	****	23,910	57.55	91.34	-	2.5	5	5.75	51	15.22	25.26	12.19	4
5	Tata Small Cap Fund	Nov-18	****	3,301	23.57	23.57	-	-	-	14.41	45.19	-	-	21.57	5
Debt Medium Term Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	HDFC Medium Term Debt Fund	Feb-02	****	3,539	17.1	47.4	-	-	-	3.57	5.59	6.46	7.41	7.63	1
2	ICICI Prudential All Seasons Bond Fund	May-09	****	6,755	19.2	30.88	1.3	0.75	0.35	5.81	6.49	7.27	9.2	8.91	2
3	Kotak Medium Term Fund	Mar-14	***	1,934	11.63	18.95	0.60	0.40	-	3.07	5.25	5.57	-	7.33	3
4	SBI Magnum Medium Duration Fund	Nov-03	****	7,088	16.66	42.99	-	-	-	4.33	6.1	7.28	8.61	7.81	4
5	Sundaram Medium Term Bond Fund	Dec-97	*	45	12.62	60.24	0.43	0.6	0.3	1.85	3.15	4.25	5.85	7.35	5

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

Sl. No.	Fund Name	Launch Date	Value research Rating	AUM (₹ Crs.)	NAV as on 03/04/2023		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	**	28,754	19.44	61.36	2.25	2.3	2.2	-11.44	19.18	8.24	15.72	14.65	1
2	Canara Robeco Equity Tax Saver Fund	Mar-93	****	4,686	35.19	113.09	2.65	2	0.37	-1.19	29.91	14	15.01	14.66	2
3	DSP Tax Saver Fund	Jan-07	****	10,129	17.71	80.44	1.01	1.7	1.86	-0.71	32.01	12.07	16.36	13.72	3
4	HDFC Tax Saver Fund	Mar-96	***	9,723	51.58	799.76	5	5.75	5.75	7.11	32.97	9.5	13.43	22.89	4
5	ICICI Prudential Long Term Equity Fund (Tax Saving)	Aug-99	****	9,819	19.62	581.39	2.4	2.8	2.6	-2.98	30.05	10.54	14.78	18.75	5
6	Kotak Tax Saver Regular Plan	Nov-05	****	3,167	27.74	74.13	0.903	-	-	1.63	31.5	12.9	15	12.22	6
7	Mirae Asset Tax Saver Fund	Dec-15	****	14,043	18.86	30.33	1.6	1.75	1.8	-1.89	32.74	13.7	-	16.49	7
8	SBI Long Term Equity Fund	Mar-93	***	12,158	47.49	234.25	-	5	5.25	6	32.43	10.92	14.08	15.9	8
9	Tata India Tax Savings Fund	Mar-96	***	3,078	68.5	28.21	-	5.15	8.1	-1.01	29.39	10.34	15.63	18	9
10	Quant Tax Plan	Apr-00	****	2,779	31.38	226	-	-	-	-2.44	49.57	20.15	21.28	14.51	10

SIP It Up To Meet Lifetime Goals

Selected SIP Performance Details as on 31/03/2023

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 SL Medium Term Plan - Gr	Mar-09	13053.78 16.78	45451.35 15.79	79575.41 11.25	189393.54 8.84	327521.78 8.89	169000
2	Franklin I Feeder Franklin US Opp - Gr	Feb-12	12399.02 6.25	34728.09 -2.33	70312.33 6.29	213171.99 11.07	270646.92 12.00	134000
3	HDFC Large and Mid Cap Fund- Gr	Feb-94	12054.63 0.85	47169.79 18.40	89015.36 15.80	225891.39 12.16	3505161.19 13.17	350000
4	HDFC Small Cap Fund- Gr	Apr-08	12856.50 13.56	53593.98 27.69	99499.98 20.36	297831.04 17.32	717475.92 16.74	180000
5	ICICI Prudential Midcap Fund-Gr	Oct-04	11696.92 -4.67	45486.65 15.83	85615.30 14.21	251419.61 14.16	946566.56 13.99	222000
6	ICICI Prudential Multicap Fund- Gr	Oct-94	12176.83 2.76	45607.33 16.02	83930.01 13.41	233646.16 12.79	6006102.48 16.45	342000
7	Invesco India Multicap Fund-Gr	Mar-08	11968.21 -0.49	43628.08 12.92	82286.04 12.60	237466.13 13.10	673500.56 15.87	181000
8	Kotak Equity Opportunities Fund- Gr	Sep-04	12227.54 3.55	45210.97 15.41	86874.66 14.81	251083.55 14.14	891785.45 14.36	217000
9	Nippon India Multi Cap Fund-Gr	Mar-05	12411.04 6.44	51317.05 24.49	93044.91 17.61	246848.38 13.82	980390.15 14.87	234000
10	Sundaram Multi Cap Fund-Gr	Oct-00	11681.97 -4.90	44388.09 14.12	83420.27 13.16	240255.74 13.31	1607206.23 14.17	265000
11	Tata Large & Mid Cap Fund- Gr	Mar-93	12316.11 4.94	45586.33 15.99	87278.53 14.99	242760.43 13.51	6355664.59 15.54	361000

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

Snapshot of Income-tax rates specific to Mutual Funds

The rates are applicable for the financial year 2023-24 as per Finance Act, 2023

Income-tax implications on income in respect of units of a Mutual Fund

Type of Investor	Withholding tax rate
Resident***	10%*
NRI	20%** or rate as per applicable tax treaty*** (whichever is lower)

* Tax is not deductible if income in respect of units of a mutual fund is below Rs. 5,000 in a financial year.

** The base tax is to be further increased by surcharge at the rate of:

- 37% on base tax where income or aggregate of such income exceeds Rs. 5 crore;
- 25% where income or aggregate of such income exceeds Rs. 2 crore but does not exceed Rs. 5 crore;
- 15% where income or aggregate of such income exceeds Rs. 1 crore but does not exceed Rs. 2 crore; and
- 10% where income or aggregate of such income exceeds Rs. 50 lakhs but does not exceed Rs. 1 crore

In case investor is opting for 'New Regime' as mentioned on page 3, the rate of surcharge not to exceed 25%.

Further, "Health and Education Cess" is to be levied at 4% on aggregate of base tax and surcharge.

*** The income distributed by mutual fund to unitholders is unlikely to fall within the definition of dividend under the tax treaty. Given this and the language of the newly inserted proviso to section 196A, claiming tax treaty benefit in respect of income distributed by mutual fund to unitholders for withholding tax purpose may not be possible.

**** As per section 139AA of the Income Tax Act, 1961 ('the Act') read with rule 114AAA of the Income-tax Rules, 1962, in the case of a resident person, whose PAN has become inoperative due to PAN - Aadhaar not being linked on or before 30 June 2023, it shall be deemed that he has not furnished the PAN and tax could be withheld at a higher rate of 20% as per section 206AA of the Act. For linking PAN with Aadhaar after 30 June 2022, fees of Rs. 1000 thereafter has been prescribed.

CAPITAL GAINS TAXATION

	Individual/ HUF [§]	Domestic Company [@]	NRI [§]
Equity Oriented Schemes (minimum of 65 percent of the total proceeds of such fund is invested in the listed equity shares of domestic companies)			
• Long Term Capital Gains (units held for more than 12 months) • Short Term Capital Gains (units held for 12 months or less)			
Long term capital gains	10%*	10%*	10%*
Short term capital gains	15%	15%	15%
Other Than Equity Oriented Schemes			
• Long Term Capital Gains (units held for more than 36 months) • Short Term Capital Gains (units held for 36 months or less)			
Long term capital gains (Not applicable for specified mutual fund schemes - Note 1)	20% [§]	20% [§]	Listed - 20% [§] Unlisted - 10%***
Short term capital gains - (Including specified mutual fund schemes - Note 1)	30% [^]	30%/25% ^{^^} /22% ^{^^^} /15% ^{^^^}	30% [^]

Tax deductible at source under the Act (Applicable to NRI Investors) [#]		
	Short term capital gains [§]	Long term capital gains [§]
Equity oriented schemes	15%	10%*
Other than equity oriented schemes (except specified mutual fund schemes)	30% [^]	10%*** (for unlisted) & 20% [§] (for listed)
Specified mutual fund schemes - Note 1	30% [^]	Not applicable

Note 1 - Capital gains from transfer of units of "specified mutual fund schemes" acquired on or after 1st April 2023 are treated as short term capital gains taxable at applicable slab rates as provided above irrespective of the period of holding of such mutual fund units. For this purpose, "specified mutual fund" means mutual fund where not more than 35 per cent of its total proceeds is invested in the equity shares of domestic companies.

* Income-tax at the rate of 10% (without indexation benefit and foreign exchange fluctuation) to be levied on long-term capital gains exceeding Rs. 1 lakh provided transfer of such units is subject to Securities Transaction Tax ('STT').

Surcharge to be levied at:

- 37% on base tax where specified income** exceeds Rs. 5 crore;
- 25% where specified income** exceeds Rs. 2 crore but does not exceed Rs. 5 crore;
- 15% where total income exceeds Rs. 1 crore but does not exceed Rs. 2 crore; and
- 10% where total income exceeds Rs. 50 lakhs but does not exceed Rs. 1 crore

In case total income includes income by way of dividend on shares and short-term capital gains on units of equity oriented mutual fund schemes and long-term capital gains on mutual fund schemes, the rate of surcharge on the said type of income not to exceed 15%. In case investor is opting for 'New Regime' as mentioned on page 3, the rate of surcharge not to exceed 25%.

Specified income - Total income excluding income by way of dividend on shares and short-term capital gains on units of equity oriented mutual fund schemes and long-term capital gains on mutual fund schemes.

Further, Health and Education Cess to be levied at the rate of 4% on aggregate of base tax and surcharge.

Surcharge at 7% on base tax is applicable where total income of domestic corporate unit holders exceeds Rs 1 crore but does not exceed 10 crores and at 12% where total income exceeds 10 crores. However, surcharge at flat rate of 10 percent to be levied on base tax for the companies opting for lower rate of tax of 22%/15%. Further, "Health and Education Cess" to be levied at the rate of 4% on aggregate of base tax and surcharge.

Short term/ long term capital gain tax (along with applicable Surcharge and Health and Education Cess) will be deducted at the time of redemption of units in case of NRI investors. Tax treaty benefit can be claimed for withholding tax on capital gains subject to fulfillment of stipulated conditions.

After providing indexation.

Without indexation.

Assuming the investor falls into highest tax bracket.

If total turnover or gross receipts in the financial year 2021-22 does not exceed Rs. 400 crores.

This lower rate is optional and subject to fulfillment of certain conditions as provided in section 115BAA.

This lower rate is optional for companies engaged in manufacturing business (set-up & registered on or after 1 October 2019) subject to fulfillment of certain conditions as provided in section 115BAB.

Further, the domestic companies are subject to minimum alternate tax (except for those who opt for lower rate of tax of 22%/15%) not specified in above tax rates.

Transfer of units upon consolidation of mutual fund schemes of two or more schemes of equity oriented fund or two or more schemes of a fund other than equity oriented fund in accordance with SEBI (Mutual Funds) Regulations, 1996 is exempt from capital gains.

Transfer of units upon consolidation of plans within mutual fund schemes in accordance with SEBI (Mutual Funds) Regulations, 1996 is exempt from capital gains.

Relaxation to non-residents from deduction of tax at higher rate (except income distributed by mutual fund) in the absence of PAN subject to them providing specified information and documents.

Tax to be deducted at twice the applicable rate in case of payments to specified person (except non-resident not having permanent establishment in India or person who is not required to furnish the return of income as notified by the Central Government) who has not furnished the return of income for the assessment year relevant to previous year immediately preceding the financial year in which tax is required to be deducted:

- For which time limit for filing return has expired; and
- The aggregate of tax deducted at source in his case is Rs. 50,000 or more in the said previous year.

Additionally, if provisions of section 206AA are also applicable then tax to be deducted at higher of the two rates provided i.e. rate as per section 206AB or section 206AA.

Bonus Stripping: The loss due to sale of original units in the schemes, where bonus units are issued, will not be available for set off; if original units are: (A) bought within three months prior to the record date fixed for allotment of bonus units; and (B) sold within nine months after the record date fixed for allotment of bonus units. However, the amount of loss so ignored shall be deemed to be the cost of purchase or acquisition of such unsold bonus units.

1. Income Tax Rates

Old Regime

For Individuals, Hindu Undivided Family, Association of Persons, Body of Individuals and Artificial juridical persons

Total Income	Tax Rates
Up to Rs. 2,50,000 ^(a) ^(b)	NIL
Rs. 2,50,001 to Rs. 5,00,000 ^(a) ^(c)	5%
Rs. 5,00,001 to Rs. 10,00,000 ^(a) ^(c)	20%
Rs. 10,00,001 and above ^(a) ^(c)	30%

(a) In case of a resident individual of the age of 60 years or above but below 80 years, the basic exemption limit is Rs. 3,00,000.

(b) In case of a resident individual of age of 80 years or above, the basic exemption limit is Rs 5,00,000.

(c) Rate of surcharge:

- 37% on base tax where specified income* exceeds Rs. 5 crore;
- 25% where specified income* exceeds Rs. 2 crore but does not exceed Rs. 5 crore
- 15% where total income exceeds Rs. 1 crore but does not exceed Rs. 2 crore; and
- 10% where total income exceeds Rs 50 lakhs but does not exceed Rs. 1 crore.

In case of AOP, consisting of only companies as its members, the rate of surcharge not to exceed 15%.

*Specified income - Total income excluding income by way of dividend on shares and short term capital gains in case of listed equity shares, equity oriented mutual fund units, units of business trust and long-term capital gains.

Marginal relief for such person is available.

(d) Health and Education cess @ 4% on aggregate of base tax and surcharge.

(e) Resident individuals having total income not exceeding Rs. 5,00,000 can avail rebate of 12,500 or actual tax liability whichever is lower.

New Regime

For Individuals, Hindu Undivided Family, Association of Persons, Body of Individuals and Artificial juridical persons

Total Income	Tax Rates
Up to 3,00,000	Nil
From 3,00,001 to 6,00,000	5%
From 6,00,001 to 9,00,000	10%
From 9,00,001 to 12,00,000	15%
From 12,00,001 to 15,00,000	20%
Above 15,00,000	30%

a) For adopting New Regime, most of the deductions/exemptions such as section 80C, 80D, etc. are to be foregone. However, standard deduction of Rs. 50,000 against salary income is proposed to be allowed under New Regime. The aforesaid regime is optional. Accordingly, persons as mentioned above have the option to be taxed under either of the options. New Regime once exercised can be changed in subsequent years (not applicable for business income).

b) Resident individuals having total income not exceeding Rs. 7,00,000 can avail rebate of 25,000 or actual tax liability whichever is lower.

c) Rate of surcharge:

- 25% where specified income* exceeds Rs. 2 crore
- 15% where total income exceeds Rs. 1 crore but does not exceed Rs. 2 crore; and
- 10% where total income exceeds Rs 50 lakhs but does not exceed Rs. 1 crore.

In case of AOP, consisting of only companies as its members, the rate of surcharge not to exceed 15%.

*Specified income - Total income excluding income by way of dividend on shares and short term capital gains in case of listed equity shares, equity oriented mutual fund units, units of business trust and long-term capital gains.

Term plan premiums

Term Insurance Plan (u/s.80C)

Pay Just ₹5551* & 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" Click 2 Protect life	25	30	5551	9214
	35	20	7506	13448
	45	10	12605	23380
ICICI Pru iProtect Smart	25	30	6556	10721
	35	20	8945	15025
	45	10	14618	25700
LIC Jeevan Amar	25	30	7009	12744
	35	20	9558	18054
	45	10	14656	27683
SBI Life Smart Shield	25	30	7739	12896
	35	20	10181	16968
	45	10	15369	25613

* 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 : 070325 33609

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	--	6795	8222	9045
	36-44	--	8302	10045	11050
Classic - Individual	46-50	--	11219	13575	14933
	18-35	--	8741	--	9782
HDFC ERGO	36-45	--	9893	--	11494
	46-50	--	14984	--	16191
Optima Restore	0-25	--	--	--	7393
	26-35	--	--	--	8046
	36-40	--	--	--	9206
	41-45	--	--	--	9206
ICICI Lombard	46-50	--	--	--	13138

For selecting the right policy with cost efficient and maximum benefits, Please Call: 070325 33609

Insurance is the subject matter of solicitation.

Capital Gain Bonds u/s 54 EC

All CG Bonds now offers 5.25%^{p.a.} and Payable Annually

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

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

Cost inflation index for FY 2022-23 relevant to the assessment year 2023-24 is 331.

Hurry!

Link your Aadhar with your PAN

Investors must link their Aadhar with their PAN on or before 30 June, 2023 otherwise PAN card will become inoperative. As a result, the KYC status becomes void and all transaction linked to mutual funds will not be processed.

Please ignore it if its already done.

Hurry!

UPDATE NOMINEE IN YOUR MUTUAL FUND FOLIO.

All investors whose folio was created before 01-Oct-2022 and whose nomination is absent in the folio, are required to either provide nomination in the prescribed format or opt out of nomination through a signed declaration form on or before 30-Sept-23. If investors fail to do the same before 30-Sept-2023, transactions like Redemptions / SWP / Switch / STP will cease in the applicable folios from 01-Oct-2023.

Please ignore it if it's already done.

Hurry! It's time to submit form 15G/15H for TDS exemption. Please call ECS.

EQUITY AND DEBT - LET THEIR POWERS COMBINE



Selected Hybrid Equity Funds

- Canara Robeco Equity Hybrid Fund
- HDFC Hybrid Equity Fund
- ICICI Prudential Equity & Debt Fund
- Kotak Equity Hybrid Fund
- Tata Hybrid Equity Fund

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

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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, II nd 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 - 35166704	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 90022
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

BENGALURU RO	320/422, 1 st floor, 9th cross, 8 th Main, Near, Balambika Temple, Shastri Nagar, Bengaluru - 28	080 - 41330602	99809 66112
SHASTRINAGAR	320/422, 1 st floor, 9th cross, 8 th Main, Near, Balambika Temple, Shastri Nagar, Bengaluru - 28	080 - 41330602	99800 60787
MALLESHWARAM	Shop: 201, Ramachandraiah Building, 2nd main, 5th Cross, Sampige Road, Malleshwaram, Bengaluru - 03.	080 - 41462031	83174 19139

Tamilnadu 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
COIMBATORE	Shop No: 18, 2nd floor, Vaishnavy Complex, Maruthamalai Main Road, Vadavalli, Coimbatore - 41	0422 - 4713490	83411 30969

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TO YOUR ADVANTAGE
IN VOLATILE MARKETS.

Systematic Transfer Plans can be Useful Tools in volatile markets.

"We have a duty to show up in the world with meaning and purpose and commitment to doing good. And to use any privilege that we have to make positive change and to disrupt oppressive systems." - Meena Harris

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

LIQUID FUNDS RETURNS AS ON 03/04/2023	15D	30D	3M	6M	1Y
Aditya Birla Sun Life Low Duration Fund (G)	0.26	0.71	1.59	3.07	4.86
DSP Ultra Short Fund (G)	0.23	0.7	1.59	3.05	4.85
HDFC Low Duration Fund (G)	0.27	0.69	1.62	3.1	4.88
ICICI Prudential Savings Fund (G)	0.26	0.65	1.74	3.3	5.54

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

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To

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