

# ECS FINANCIAL JOURNAL

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## INVESTMENT NEWS

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### HIGHLIGHTS OF UNION BUDGET 2024 - 25



It's Growth, Sustainability & Progressive Oriented People's budget. And overall it's very positive for the growth of the economy and investors

- GDP growth for FY 2024-25 expected to be 6.5% - 7%
- In New Tax regime, tax rate (FY 2024-25) structure revised to

0 - ₹3 Lakhs	: 0%
₹3 - ₹7 Lakhs	: 5%
₹7 - ₹10 Lakhs	: 10%
₹10 - ₹12 Lakhs	: 15%
₹12 - ₹15 Lakhs	: 20%
> ₹15 Lakhs	: 30%

(Kindly Note: In FY 2023-24 [AY 2024-25] Two thirds of the Tax Payers opted for New Tax Regime)

- Standard deduction increased from ₹50,000 to ₹75,000
- Deduction on family pension for pensioners to be enhanced to ₹25,000
- Equity: Short Term Capital Gains (STCG <12 months) Tax increased to 20% (from present 15%)  
Long Term Capital Gains (LTCG > 12 months) Tax increased to 12.5% (from present 10%)  
Long Term Capital Gains (LTCG > 12 months) exemption limit increased to ₹1.25 Lakh (from present ₹1Lakh)
- Securities Transaction Tax (STT) on F&O hiked to 0.02% and 0.1%
- Specified MF which has more than 65% in Debt instruments STCG (< 24 months) & LTCG (> 24 months) are Taxed at respective investor tax slab rates
- Any other MF Units (Domestic FOF having more than 35% in equity MF units, Gold ETF, International FOF) STCG (< 24 months) are Taxed at respective investor tax slab rates & LTCG (> 24 months) Taxed 12.50%
- Gold: The holding period for long term capital gains has been reduced from 36 months to 24 months and simultaneously cut the LTCG tax rate to 12.5%. (from present 20%). Further, indexation available for LTCG calculation for gold has been removed
- Property: LTCG is proposed to be levied at 12.5% without indexation benefits against the existing rate of 20% with indexation

Note: The Budget Proposals / Tax Changes are subject to enactment of Finance Bill 2024.

To know more about Budget 2024, to opt for old regime or new regime, for your Tax filing and to take appropriate action in existing portfolio & New Investments, Please call / visit your nearest **ECS Financial RM** / Toll Free: 1800 425 2969 / www.ecsfinancial.co.in / grow@ecsfinancial.co.in / Missed call / WhatsApp / SMS : 094416 93111.

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Tamil Nadu: 98410 11705 | Karnataka: 99809 66112  
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Mutual fund investments are subject to market risks, read all scheme related documents carefully.



### Be Empowered



### U-turn ahead?

Investors often ask, "Which fund should I invest in?" seeking a definitive answer to what they consider 'the best' option. Unfortunately, this approach is fundamentally flawed. The more appropriate starting point is to ask, "What type of fund should I invest in?" Selecting the right fund isn't about picking from the bottom up but rather approaching the decision from the top down.

Consider the original question - "Which fund should I invest in?" The important word here isn't 'fund' but 'I.' While numerous funds may be suitable for investing, the key factor here is the individual investor. Who they are, their goals and circumstances should drive the decision-making process.

So, let's examine the centrality of the question, "What type of fund should I invest in?" and why its answer is crucial to understanding and benefitting from this month's cover story. This question forces investors to reflect on their personal financial situation, risk tolerance and long-term objectives before diving into specific fund options.

Contd. in page 3

Source & Courtesy: Dharendra Kumar - Value Research Mutual Fund Insight

### Mutual Funds New Tax structure (FY 2024-25)

Scheme category	STCG	LTCG	Remark
Debt funds	20% on gains irrespective of holding period		No holding period
Conservative hybrid funds	20% on gains irrespective of holding period		No holding period
Fund of funds	20%	12.50%	LTCG applicable after 24 months
Multi asset allocation funds with high debt exposure	20%	12.50%	LTCG applicable after 24 months
International MFs	20%	12.50%	LTCG applicable after 24 months
Gold/silver ETFs	20%	12.50%	LTCG applicable after 24 months
Equity funds	20%	12.50%	LTCG applicable after 12months
Aggressive hybrid funds and BAFs	20%	12.50%	LTCG applicable after 12months
Listed stocks/REITs/Invits	20%	12.50%	LTCG applicable after 12months
Unlisted securities	20%	12.50%	LTCG applicable after 24 months

### Correct Asset Allocation is key to good investing

#### Selected Multi Asset Allocation Funds

(Investing in Equity, Debt & Money Market Instruments and Gold ETFs)

- HDFC Multi Asset Fund
- ICI Prudential Multi Asset Fund
- Mirae Asset Multi Asset Allocation Fund
- Nippon India Multi Asset Fund
- SBI Multi Asset Allocation Fund
- Sundaram Multi Asset Allocation Fund
- Tata Multi Asset Opportunities Fund
- UTI Multi Asset Allocation Fund

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

**Just MAAF kar**  
Multi Asset Allocation Funds  
3 asset classes 1 solution

A single fund that invests across Equity, Fixed Income and Gold\*.  
\* Subject to prevailing tax laws for an equity oriented mutual fund

Asset Allocation Strategy based on market valuations.

Tax-efficient way to generate optimal returns#.

### Thoughtful Inspirational Quotable Quotes

"A budget is telling your money where to go instead of wondering where it went." - Dave Ramsey

"Try to save something while your salary is small; It's impossible to save more after you begin to earn more." - Jack Benny

"Finance is not merely about making money. It's about achieving our deep goals and protecting the fruits of our labor. It's about stewardship and, therefore, about achieving the good society." - Robert. J. Shiller

"No matter what your differences are, you have to embrace them and be proud of the way you are." - Jazz Jennings

"Trees exhale for us so that we can inhale them to stay alive. Can we ever forget that? Let us love trees with every breath we take until we perish." - Munia Khan

### Building your Financial Muscle through SIP TOP - UP

A simpler sentence to understand may be: The salary or lifestyle one aspires to in their 20's may not be the same as what one wants in their 30's.

Contd. in page 3

### Interest Rates are at peak. It is expected to come down in the months to come. Use the present opportunities to your most.

#### Attractive Fixed Deposits

Compiled as on 27/07/2024

Name	Credit Rating	Period in months	Individual (%)	Sr.Citizen (%) (60+)
Bajaj Finance Ltd.	AAA	18 44	7.80 8.25	8.05 8.50
ICICI Home Finance	AAA	- 39	- 7.80	- 8.05
LIC Housing Finance	AAA	18 60	7.35 7.75	7.60 8.00
Mahindra Finance	AAA	12 36	7.50 8.10	7.75 8.35
PNB Housing Finance	AA	- 36	- 7.85	- 8.05
Shriram Finance	AA+	18 50	8.00 8.80	8.50 9.34

- 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 (as AP) ● 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 19/07/2024		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		
<b>Multi Asset Funds &amp; Asset Allocator Funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	HDFC Multi Asset Fund	Aug-05	***	3,141	17.37	66.94	1	1.25	1.25	24.02	14.17	15.73	11.19	10.56	1
2	ICICI Prudential Multi Asset Fund	Oct-02	****	43,929	33.4	698.25	2.02	1.92	1.92	32.99	23.69	21.09	15.17	21.58	2
3	Nippon India Multi Asset Fund	Aug-20	***	3,602	19.99	19.99	-	-	-	32.2	17.38	-	-	19.48	3
4	Tata Multi Asset Opportunities Fund	Mar-20	***	3,051	22.51	22.51	-	-	-	27.47	15.87	-	-	20.38	4
5	Aditya Birla Sun Life Multi Asset Allocation Fund	Jan-23	Unrated	3,404	13.24	13.78	-	-	-	24.94	-	-	-	24.55	5
<b>Balanced Advantage Funds (BAFs) / Dynamic Equity Funds (DEFs)</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	Aditya Birla SL Balanced Advantage Fund	Apr-00	***	7,266	27.07	100.11	1.26	1.29	1.35	22.44	12.24	13.47	11.26	9.97	1
2	HDFC Balanced Advantage Fund	Feb-94	****	89,903	41.2	505.05	2.76	2.94	3.12	40.87	24.45	20.22	14.87	18.72	2
3	Tata Balanced Advantage Fund	Jan-19	****	9,465	20.05	20.05	-	-	-	21.79	13.12	13.93	-	13.55	3
4	Sundaram Balanced Advantage Fund	Dec-10	***	1,544	16.42	34.06	0.71	0.75	0.99	21.48	12.22	13.9	9.88	10.57	4
5	ICICI Prudential Balanced Advantage Fund	Dec-06	****	58,562	19.05	68.72	1.11	1.58	1.60	22.26	13.78	13.86	11.76	11.6	5
<b>Hybrid Equity Funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	HDFC Hybrid Equity Fund	Apr-05	***	24,091	17.34	115.27	0.75	1	1	22.15	15.44	16.25	13.76	15.79	1
2	ICICI Prudential Equity & Debt Fund	Nov-99	****	37,037	27.87	369.04	0.35	0.75	1.8	38.92	24.66	22.41	16.71	15.71	2
3	Kotak Equity Hybrid Fund	Nov-99	****	6,045	35.37	60.19	0.234	-	-	32.58	17.65	19.07	13.91	14.97	3
4	Canara Robeco Equity Hybrid Fund	Feb-93	***	10,619	103.62	345.65	0.75	9.22	7.4	27.15	14.31	16.82	13.91	12.93	4
5	Nippon India Equity Hybrid Fund	Jun-05	**	3,725	29.07	100.66	-	-	1.25	29.69	17.11	13.39	11.37	12.83	5
<b>Arbitrage Funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	Aditya Birla Sun Life Arbitrage Fund	Jul-09	***	12,158	11.25	24.92	-	0.23	0.44	7.65	5.69	5.2	5.85	6.28	1
2	HDFC Arbitrage Fund	Oct-07	***	13,129	10.81	28.74	-	0.16	0.48	7.8	5.74	5.11	5.74	6.51	2
3	SBI Arbitrage Opportunities Fund	Nov-06	****	32,594	16.67	31.7	-	-	-	7.71	6.09	5.24	5.87	6.73	3
<b>Debt Medium Term Funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	HDFC Medium Term Debt Fund	Feb-02	***	4,139	17.55	52.03	-	-	-	6.94	5.45	6.44	7.34	7.62	1
2	ICICI Prudential All Seasons Bond Fund	May-09	****	12,593	11.59	34.05	1.3	0.75	0.35	7.41	6.19	7.16	8.59	8.81	2
3	Kotak Medium Term Fund	Mar-14	**	1,658	12.82	20.9	0.60	0.40	-	7.77	5.61	6.31	7.24	7.39	3
4	SBI Magnum Medium Duration Fund	Nov-03	****	5,989	18.32	47.26	-	-	-	7.05	5.66	7.01	8.27	7.79	4
5	Sundaram Medium Term Bond Fund	Dec-97	*	42	13.14	64.65	0.43	0.6	0.3	5.16	3.49	3.93	5.92	7.27	5
<b>Children's Gift Funds &amp; Retirement Savings Funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	HDFC Children's Gift Fund	Mar-01	****	9,444	-	287.57	-	-	-	27.36	17.81	18.95	14.87	16.74	1
2	Axis Children's Gift Fund	Dec-15	*	873	24.91	24.91	-	-	-	19.65	10.01	13.22	-	11.18	2
3	Tata Young Citizens Fund	Oct-95	***	363	62.81	-	-	-	-	32.77	18.14	20.46	13.5	13.44	3
4	HDFC Retirement Savings Fund	Feb-16	****	5,557	-	50	-	-	-	37.03	22.23	24.3	-	21.12	4
5	ICICI Prudential Retirement Fund	Feb-19	****	872	30.32	30.31	-	-	-	51.63	30.05	23.71	-	22.83	5
6	SBI Retirement Benefit Fund	Feb-21	****	2,620	20.49	20.49	-	-	-	31.14	20.75	-	-	23.22	6
<b>Multi Cap Funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	Aditya Birla Sun Life Multi-Cap Fund	May-21	Unrated	5,985	19.34	19.34	-	-	-	38.74	19.45	-	-	22.89	1
2	Sundaram Multi Cap Fund	Oct-00	Unrated	2,725	70.76	373.13	1.78	3.58	3.6	42.01	19.69	20.53	15.48	16.2	2
3	Nippon India Multi Cap Fund	Mar-05	Unrated	34,943	67.37	292.13	-	1.75	3.75	49.88	31.47	24.65	16.92	19.08	3
4	HDFC Multi Cap Fund	Dec-21	Unrated	15,564	18.11	19.11	-	-	-	48.8	-	-	-	28.14	4
5	ICICI Prudential Multicap Fund	Oct-94	Unrated	13,025	37.22	777.80	2.25	2.5	2.5	46.82	22.77	21.74	16.38	15.72	5
<b>Large &amp; Midcap Funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	DSP Equity Opportunities Fund	May-00	***	13,093	42.68	615.49	2.7	2.8	5.3	52.19	21.26	23.29	17.49	18.57	1
2	Tata Large & Mid Cap Fund	Mar-93	***	7,968	84.63	525.04	-	-	-	31.49	19.59	20.48	15.74	13.48	2
3	Motilal Oswal Large and Midcap Fund	Oct-19	****	4,943	24.29	29.74	-	1.05	1.08	50.53	24.9	-	-	25.75	3
4	Aditya Birla SL Equity Advantage Fund	Feb-95	*	6,093	150.82	906.09	4.96	7.00	7.10	35.26	13.6	17.98	14.41	17.31	4
5	Hdfc Large and Midcap Fund	Feb-94	****	21,459	39.90	336.08	2.00	2.00	1.50	46.92	25.75	24.48	15.15	13.35	5
<b>Mid Cap &amp; Small Cap Funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	Kotak Emerging Equity Fund	Mar-07	****	49,023	71.35	129.91	0.536	-	-	51.87	25.05	28.08	21.3	15.96	1
2	Sundaram Mid Cap Fund	Jul-02	***	11,821	69.91	1,306.80	0.14	2.87	3.23	55.04	25.7	24.21	17.58	24.86	2
3	HDFC Mid-Cap Opportunities Fund	Jun-07	****	70,570	56.47	185.1	-	3.5	3.5	51.74	29.44	28.8	20.32	18.64	3
4	Nippon India Small Cap	Sep-10	****	56,469	100.59	175.13	-	2.5	5	55.72	31.78	35.87	24.68	22.97	4
5	Tata Small Cap Fund	Nov-18	****	7,868	39.99	39.99	-	-	-	44.78	26.46	31.74	-	27.61	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 19/07/2024		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 ELSS Tax Saver Fund	Dec-09	*	37,106	27.19	93.42	2.25	2.3	2.2	30.21	11.17	15.6	14.62	16.59	1
2	Canara Robeco ELSS Tax Saver Fund	Mar-93	***	8,457	51	172.25	2.65	2	0.37	33.49	17.22	21.53	15.78	15.56	2
3	DSP Elss Tax Saver Fund	Jan-07	****	16,284	26.66	137.19	1.01	1.7	1.86	49.14	21.63	23.38	17.67	16.13	3
4	HDFC ELSS Tax Saver Fund	Mar-96	****	15,674	79.61	1,348.06	5	5.75	5.75	47.8	26.65	21.27	14.16	24.01	4
5	ICICI Prudential Elss Tax Saver Fund	Aug-99	***	13,928	25.86	893.34	2.4	2.8	2.6	34.71	18.34	18.97	14.39	19.74	5
6	Kotak ELSS Tax Saver	Nov-05	****	6,101	44.29	118.34	0.903	-	-	40.53	21.26	21.73	17.3	14.16	6
7	Mirae Asset ELSS Tax Saver Fund	Dec-15	***	24,346	27.11	47.53	1.6	1.75	1.8	36.85	18.18	21.67	-	19.97	7
8	SBI Long Term Equity Fund	Mar-93	****	25,738	88.1	434.58	-	5	5.25	56.97	27.85	25.26	16.43	17.5	8
9	Tata Elss Tax Saver Fund	Mar-96	***	4,551	101.88	43.74	-	5.15	8.1	35.2	19.75	18.95	16.5	18.94	9
10	Quant Tax Plan	Apr-00	****	10,528	56.63	407.84	-	-	-	57.87	26.03	33.98	24.4	16.48	10

### SIP It Up To Meet Lifetime Goals

### Selected SIP Performance Details as on 30/06/2024

Source & Courtesy: Morningstar

Sl. No.	Scheme Name	Launch Date	Total Investment ₹12,000 (1 year)		Total Investment ₹36,000 (3 years)		Total Investment ₹60,000 (5 Years)		Total Investment ₹1,20,000 (10 years)		Since Inception Value & Return	Amount Invested Since inception*	
			Value & Return	Value & Return	Value & Return	Value & Return	Value & Return	Value & Return					
1	Aditya Birla SL Medium Term Plan - Gr	Mar-09	12522.20	8.16	42655.90	11.33	79556.10	11.23	187433.41	8.63	364033.00	8.72	184000
2	Franklin I Feeder Franklin US Opp. - Gr	Feb-12	14506.45	40.84	47946.79	19.52	88621	15.59	270551.5	15.52	395683.67	15.57	149000
3	HDFC Large and Mid Cap Fund- Gr	Feb-94	15034.12	49.91	57162.06	32.44	127847.24	30.81	334924.61	19.48	584225.69	15.13	365000
4	HDFC Small Cap Fund- Gr	Apr-08	14475.04	40.28	57732.94	33.20	140950.05	34.97	396898.84	22.62	1205663.69	20.25	197000
5	ICICI Prudential Midcap Fund-Gr	Oct-04	16181.75	70.23	59487.23	35.48	133377.03	32.61	353337.11	20.47	1553880.23	17.52	233000
6	ICICI Prudential Multicap Fund- Gr	Oct-94	14970.11	48.80	55710.42	30.5	119485.06	27.95	316952.82	18.46	9455778.25	18.03	357000
7	Invesco India Multicap Fund-Gr	Mar-08	14993.13	49.20	53959.66	28.12	115733.66	26.61	306807.94	17.86	1090541.37	19.02	197000
8	Kotak Equity Opportunities Fund-Gr	Sep-04	15280.13	54.21	56064.19	30.98	119517.68	27.96	335073.9	19.49	1410649.51	16.07	238000
9	Mirae Asset Large & Midcap Fund-Gr	Jul-10	14626.26	42.87	51632.53	24.87	112001.52	25.24	351951.74	20.4	947117.82	22.01	170000
10	Nippon India Multi Cap Fund-Gr	Mar-05	15416.44	56.6	61073.48	37.51	139326.52	34.47	358888.25	20.76	1663578.74	18.01	233000
11	Sundaram Multi Cap Fund-Gr	Oct-00	14868.24	47.04	53015.41	26.81	115566.64	26.55	314568.2	18.32	2501354.16	16.23	281000
12	Tata Large & Mid Cap Fund- Gr	Mar-93	14478.97	40.35									



**Be Empowered**

**U-turn ahead?**

For instance, a young professional with a high-risk tolerance and a long-term investment horizon might be better suited to putting a large chunk of their investments in full-throttle mid- and small-cap funds. In contrast, a 50-year-old may just need 20 or 30 per cent of such funds in their portfolio. By starting with the fund type, investors can narrow their options to a manageable pool of choices that align with their needs and goals. Moreover, this approach encourages a more unified view of one's investment portfolio. Instead of chasing after the latest hype cycle, investors can work toward a plan.

Everything that I've said so far has always been true. However, the last few years have brought about a twist in the tale, and that's the idea of the primacy of mid- and smallcap funds for high-growth portfolios. The narrative that has taken hold amongst Indian mutual fund investors is that if you want to maximise your returns from equity mutual funds, then the logical choice is to maximise your holdings of small- and mid-cap funds. Now, I'm not saying that this idea is utterly wrong - there is a basis for this belief.

There is now a sound basis for believing that excessive reliance on small and mid caps in any portfolio is getting closer and closer to the danger zone. While everything in investing is cyclical, the mid- and small-cap universe is cyclical with a vengeance. This is true not just of the funds but of the entire universe of smaller businesses. What has worked well in recent years may not necessarily continue to outperform in the future. It's essential to remember the inherently volatile nature of smallcap investing.

During bullish market periods, investors often feel a sense of confidence, believing they can weather any market fluctuations due to their understanding of equity dynamics. In these times, equity investing may seem straightforward, and those who warn about risk and volatility might be perceived as overly cautious. Obviously, this perspective can shift dramatically when markets decline and investment values begin to erode daily. It's during these challenging periods that an investor's true risk tolerance is tested.

Ultimately, the key takeaway for investors should be that while understanding market trends and fund performance is essential, the most critical factor in investment success is aligning your investment choices with your personal financial goals, risk tolerance and investment horizon. It's not about chasing the highest returns at any cost but about creating a balanced and personalised investment strategy that can weather market fluctuations and help you achieve your financial objectives over time.

If you feel that the future will be a straight-line extrapolation of the past, you are sure to have a nasty surprise at some point.

Source & Courtesy: Dharendra Kumar - Value Research Mutual Fund Insight

**Always Have A Backup Health Cover**

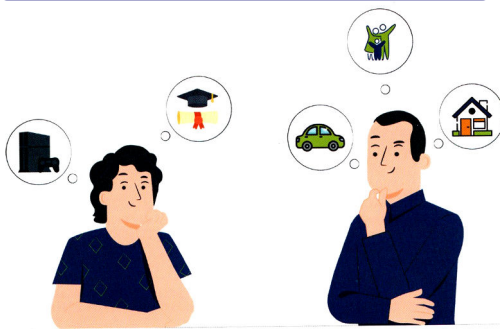
I have included my wife, son, and mother as dependents in the health insurance provided by my employer. I have been with the same company for around 18 years and never felt the need to buy a separate health policy. But, now at 42, I plan to switch jobs and realise that I may not have health coverage for some time. Is there a way I can turn my existing health policy into a personal policy, or do I need to buy another policy?

Yes, it is always better to have a standalone policy, so that during job transitions or retirement, this policy remains in continuity and your health risk is managed. Given your age and current lifestyle, if you are healthy right now, buying health insurance should be a priority. That's because if you develop any ailment, you may face a long waiting period and the existing diseases then might not get coverage. Always have basic health insurance with a sum insured that is at least equal to your annual earnings, and ensure that each family member has coverage equal to half of your annual income. For example, if your annual income is X, your basic health insurance should be at least X, and assuming there are three other family members, it should be X/2 + X/2 + X/2, and so on. You can buy individual and/or a floater or umbrella cover along with top-up options from the same health insurance company. Also, check your family's medical history and consider taking higher coverage for any disease that might be inherited. The cost of a surgery usually starts from Rs 5 lakh, so get a good cover against this burden.

Source & Courtesy: Sriram Iyer and Hina Shah - Value Research MF Insight

For selecting the right policy with cost efficient and maximum benefits, Please Call: 70322 20490 / 70959 05511

**Building your Financial Muscle through SIP TOP - UP**



Thus, periodically enhancing your invested amount can be a great option to ensure your wealth has the potential to keep up with rising demands or even external factors such as overall inflation. Take a glance at how annually increasing the SIP amount by a fixed amount or a certain percentage of the invested amount has played out over the past few decades.

**Normal SIP v/s Fixed SIP Top-Up v/s Variable SIP Top-up in S&P BSE Sensex Tri (SIP ending value as on 29-Feb-2024)**

SIP Period	Rs. 10,000 Monthly SIP		
	Amt. Invested (In Lakh)	Current Value (In Lakh)	XIRR (%)
Last 5 years	₹6.0	₹9.1	16.5%
Last 10 years	₹12.0	₹25.9	14.7%
Last 15 years	₹18.0	₹55.7	13.8%
Last 20 years	₹24.0	₹115.3	13.8%
Last 25 years	₹30.0	₹276.0	15.0%

Rs. 10,000 Monthly SIP + Rs. 1000 Annual Top up			Rs. 10,000 Monthly SIP + 10% Annual Top up i.e Variable Top-up		
Amt. Invested (In Lakh)	Current Value (In Lakh)	XIRR (%)	Amt. Invested (In Lakh)	Current Value (In Lakh)	XIRR (%)
₹7.2	₹10.8	17.5%	₹7.3	₹11.0	17.5%
₹17.4	₹35.1	14.9%	₹19.1	₹37.6	15.0%
₹30.6	₹83.3	14.0%	₹38.1	₹96.4	14.1%
₹46.8	₹179.5	13.8%	₹68.7	₹224.4	13.9%
₹66.0	₹430.7	14.9%	₹118.0	₹558.5	14.8%

The data provided is the latest available data.

Here's some food for thought, while we consider a 10% increment normal, even acceptable when it comes to other factors such as rent prices, or food & dining bills, why not give investments the same weightage?

Source & Courtesy: WHITEOAK CAPITAL MANAGEMENT

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

**Assurance Of The Leader**

Motor Insurance, Health Insurance, Household Insurance, Travel Insurance, Liability Insurance, Fire Insurance

For selecting the right policy with cost efficient and maximum benefits, Please Call: 70322 20490 / 70959 05511

Insurance is the subject matter of solicitation.

**Selected Children's Funds**

- HDFC Children's Gift Fund
- SBI Magnum Children's Benefit Fund
- ICICI Pru Child Care Fund
- Tata Young Citizens Fund

To know more & Invest through SIP or in Lump sum, please call your nearest ECS Financial / 1800 425 2969

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

For Home Loans / Mortgage Loans / Loan Against Shares / MF Units / FDs, Please call Mr. Venkatachalam Mobile: 73862 49493

**Term plan premiums**

**Term Insurance Plan (u/s.80C)**

TERM INSURANCE PREMIUM TABLE (Premium inclusive of GST)

Insurance co. Name	Age (yrs)	Term (yrs)	(₹) 50 lakhs*	(₹) 1 crore*
"HDFC Life"	25	30	6,550	10,873
Click 2	35	20	8,857	15,869
Protect life	45	10	14,874	26,408
ICICI Pru	25	30	6,556	10,721
iProtect	35	20	8,945	15,025
Smart	45	10	14,618	25,700
LIC	25	30	12,549	22,450
Jeevan	35	20	15,605	28,366
Amar	45	10	22,064	39,832
SBI Life	25	30	7,739	12,896
Smart	35	20	10,181	16,968
Shield	45	10	15,369	25,613

\* 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: 70322 20490 / 70959 05511

**HEALTH INSURANCE PREMIUM TABLE**

(Premium inclusive of GST in ₹)

Insurance Company - Plan	Age Group	SI 5 Lakhs	SI 10 Lakhs	SI 15 Lakhs
Star Health	0-17	4,945	6,114	8,890
Assurance	18-35	7,676	10,424	14,551
Policy	36-45	9,159	12,249	17,027
HDFC ERGO	18-35	9,782	12,877	14,898
Optima	36-45	11,494	14,863	17,485
Restore	46-50	16,191	21,936	25,492
ICICI	0-25	6,969	9,107	11,055
Lombard	26-35	7,730	10,085	12,189
Health	36-40	8,906	11,686	14,296
Advantage	41-45	10,345	13,563	16,489
	46-50	13,299	17,347	20,307

For selecting the right policy with cost efficient and maximum benefits, Please Call: 70322 20490 / 70959 05511

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 (XVIII) (Y-ly Int dt. 30<sup>th</sup> June)
- PFC (VIII) (Y-ly Int dt. 31<sup>st</sup> July)
- IRFC (VIII) (Y-ly Int dt. 15<sup>th</sup> Oct)

Cost inflation index for FY 2023-24 relevant to the assessment year 2024-25 is 363.

**Be smart, use STP for long term growth!**

**Selected Equity Funds for STP**

- Aditya Birla Sun Life Multi Cap
- Canara Robeco Emerging Equity
- HDFC Multi Cap
- ICICI Prudential India Opportunities Fund
- Kotak ELSS Tax Saver
- Mirae Asset Mid Cap
- Nippon India Multi Cap
- SBI Focused Equity
- Sundaram Large & Mid Cap
- Tata Large & Mid Cap

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

**Kind attention: Mutual Fund Investors**

Please note, every Transaction of Redemption / Switchout / SWP of MF schemes will attract Capital Gains Tax as per the current tax laws.

To know more and for further clarifications, Please call your RM / nearest ECS Financial / 1800 425 2969



# MEET THE INNOVATORS WHO WILL POWER NEXT GEN INDIA

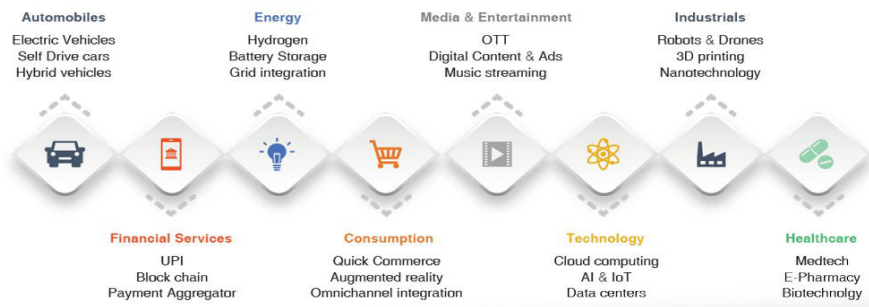
INTRODUCING  
**SBI INNOVATIVE OPPORTUNITIES FUND**

**NFO Period :**  
29<sup>th</sup> July 2024 - 12<sup>th</sup> Aug 2024



### INNOVATION - A KEY DISRUPTOR ACROSS SECTORS

Innovation drives growth by introducing new ideas, technologies, and processes that challenge norms. Companies embracing innovation gain a competitive edge, shaping the future of their sectors.



### FACTORS INFLUENCING INDIA INNOVATION STORY

- Booming Startup Ecosystem
- Inherent Talent Pool
- Government Initiatives
- Growing Consumer Market
- Strong Digital Infrastructure
- Strong Funding Ecosystem

India's position in the Global Innovation Index\* has improved to 40<sup>th</sup> rank in 2023 from 81<sup>st</sup> in 2015. Due to the above favorable tailwinds, we believe India is currently at the cusp of an innovation cycle.

Source: SBIMF Research. \* Published by the World Intellectual Property Organization

**SBI INNOVATIVE OPPORTUNITIES FUND**  
An open-ended equity scheme following the innovation theme.



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

- Long term Capital appreciation
- Investment in equity and equity related instruments of companies engaged in and/or expected to benefit from adoption of innovative strategies & theme.



**CHOOSE QUALITY, NOT QUANTITY.**



## PRESENTING BAJAJ FINSERV LARGE CAP FUND WITH A CONCENTRATED STRATEGY

In a crowded market of large cap funds, we focus on quality, not quantity, with a concentrated portfolio of 25-30\* meticulously selected companies.

We believe in the power of conviction, which is why we invest in stocks that are strategically chosen for their potential to deliver substantial returns.

By maintaining a high active share (lower overlap with the index), we seek to generate better returns than the benchmark index in the long run.

### Why choose Bajaj Finserv Large Cap Fund?

- Champions of Corporate India**
- Focused Portfolio**
- High Active Share**

**NFO PERIOD**  
29<sup>th</sup> JUL - 12<sup>th</sup> AUG, 2024

\*The above investment strategy is based on prevailing market conditions and opportunities available at the time of investment. The Fund Manager reserves the right to change the count of stocks invested based on the SID and the opportunities available at the time of investment done. Position in derivatives will not be considered for the computation of total number of stocks in the portfolio.

Bajaj Finserv Large Cap Fund  
An open ended equity scheme predominantly investing in large cap stocks

**PRODUCT LABEL:** This product is suitable for investors who are seeking\*:

- Wealth creation over long term
- To invest predominantly in equity and equity related instruments of large cap companies
- \*Investors should consult their financial advisers if in doubt about whether the product is suitable for them

#The above product labelling assigned during the New Fund Offer is based on internal assessment of the Scheme Characteristics or model portfolio and the same may vary post NFO when actual investments are made

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

**BAJAJ FINSERV ASSET MANAGEMENT LIMITED**



Please visit [www.ecsfinancial.co.in](http://www.ecsfinancial.co.in) or call **ECS Financial**. Toll Free: 1800 425 2969

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**ECS Financial** or Click [www.ecsfinancial.co.in](http://www.ecsfinancial.co.in)

### Telangana Urban Region

<b>SECUNDERABAD</b>	1-7-284/293, Office No. 203, 2 <sup>nd</sup> floor, Jade Arcade, Paradise, M.G.Road, Sec'bad - 03.	040 - 2784 4411	99489 80066
<b>BASHEERBAGH</b>	Room No: 202, Shop No: 3-6-290/12/2, II <sup>nd</sup> floor, Opp. Hotel Central park, Hyderguda, Hyd-29.	040 - 23261396	98480 66255
<b>AMEERPET</b>	H.NO.7-1-471-472, Gurukrupa Complex, Opp. Gurudwara, Ameerpet, Hyderabad - 16.	040 - 23731636	99480 97642
<b>MALKAJGIRI</b>	22-103, Beside Bank of Maharashtra, R.K.Nagar, Malkajgiri, Hyderabad - 500047.	040 - 27243201	98488 11501
<b>KUKATPALLY</b>	2-22-1/92, G-3, Manju plaza, Bhagyanagar colony, Kukatpally, Hyderabad - 500072.	040 - 23060451	98488 23656
<b>CHAITANYAPURI</b>	H.No: 13-3-13, Lakshmi Nivas Building, Hanuman Nagar, Road No: 4B, Chaitanyapuri, Hyderabad - 500 060.	040 - 35166704	98480 44868
<b>HABSIGUDA</b>	H.No: 7-102, Adj. lane to SBH, Scientists colony, Habsiguda, Hyd erabad - 500007.	040 - 27153748	98489 91242
<b>TRIMULGHERRY</b>	3-5-10, Brindavan Apts, Trimulgherry, Secunderabad - 500015.	040 - 27797253	99128 22611
<b>YAPRAL</b>	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	76590 08855
<b>MADHAPUR</b>	H.No: 1-98/89/5, Road No: 1, Sai Nagar, Madhapur, Serilingampally, Hyderabad - 500 081.	040 - 48554612	70363 83065
<b>BAGH AMBERPET</b>	H.No: 2-2-647/A/68, 4 <sup>th</sup> Road, Sai Baba Nagar, E-Seva Lane, Shivam Road, Bagh Amberpet, Hyderabad - 500 013.	040 - 27424613	99480 90022
<b>SUCHITRA</b>	Plot No: 58, Sri Durga Estates, Near Suchitra Circle, Bank Colony Road, Hyderabad - 55.	040 - 46012598	81210 42180

### Telangana Rural Region

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

<b>VIJAYAWADA</b>	Shop No: 1, D. No: 29-27-37, K.M.R. Complex, 2nd Floor, Opp. Triveni Collage, Dasari Vari Street, Suryarao Peta, Vijayawada - 520002.	0866 - 4065917	98480 27503
<b>VISHAKAPATNAM</b>	47-9-17, 1 <sup>st</sup> Floor, Illrd Lane, Dwarakanagar, Vizag - 530016.	0891 - 2591171	98480 50477
<b>RAJAMAHEN-DRAVARAM</b>	D.No: 36-29-15, Ground floor, Shop No: 4, Karthik Plaza, Old Ramalayam Street, Rajamahendravaram - 533101.	0883 - 2437124	98486 29443

### Karnataka Region

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

### Tamil Nadu Region

<b>T.NAGAR</b>	Flat No.304, 2 <sup>nd</sup> flr, Devi Narayanan Apartment, Rameswaram Road, T.Nagar, Chennai - 600 017	044 - 24337614	98410 11705
<b>MADIPAKKAM</b>	3/209, Medavakkam Main Road, Adj. KFC, Madipakkam Koot Road, Chennai - 600 091	044 - 22470082	98410 10082
<b>COIMBATORE</b>	Shop No: 18, 2nd floor, Vaishnavy Complex, Maruthamalai Main Road, Vadavalli, Coimbatore - 641041	0422 - 4713490	83411 30969

### Maharashtra Region

<b>CHEMBUR EAST</b>	Office No: 4A, 1 <sup>st</sup> Floor, Rajshree Building, Near Chembur Railway Station, Plot No: 82C, N.G. Acharya Marg, Chembur East, Mumbai - 71	022 - 3102 4331	70324 15862
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"The family only represents one aspect, however important an aspect, of a human being's functions and activities. A life is beautiful and ideal or the reverse, only when we have taken into our consideration the social as well as the family relationship." - Havelock Ellis

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

LIQUID FUNDS RETURNS AS ON 19/07/2024	15D	30D	3M	6M	1Y
Aditya Birla Sun Life Low Duration Fund (G)	0.29	0.61	1.7	3.57	6.79
DSP Ultra Short Fund (G)	0.27	0.57	1.63	3.47	6.88
HDFC Low Duration Fund (G)	0.31	0.63	1.77	3.75	7.16
ICICI Prudential Savings Fund (G)	0.33	0.66	1.87	4.02	7.72

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

R.N.I No. TELENG/2022/81796 POSTAL REGN.NO.: HQ/SD/527/2022-24

Registered News Paper

To

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