


ECS FINANCIAL JOURNAL

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INVESTMENT NEWS

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SUNDARAM BUSINESS CYCLE FUND
An open ended equity scheme following business cycle based investing theme.

NFO Opens: June 5, 2024
NFO Closes: June 19, 2024

Sundaram Business Cycle Fund

(An open ended equity scheme following business cycles based investing theme)

Investment Objective: To provide long term capital appreciation by investing predominantly in equity and equity related securities with a focus on identifying medium term cycles which can impact the business fundamentals. This will be done through dynamic allocation between various themes and stocks at different stages of cycles in the economy.

Allocation: Equity & Equity related instruments selected on the basis of business cycle : Min 80% to Max 100% (Very High) Other Equity & Equity Related instruments* : Min 0% to Max 20% (Very High) Debt and Money Market Securities including units of Debt oriented mutual fund schemes : Min 0% to Max 20% (Low to Medium) Units issued by REITs & InvITs : Min 0% to Max 10% (Very High).

Fund Manager: Mr. Ratish B Varier & Mr. Bharath S (Equity), Mr. Dwijendra Srivastava & Mr. Sandeep Agarwal (Fixed Income) & Mr. Pathanjali Srinivasan is Dedicated Fund Manager for Overseas Investments.

Benchmark Index: Nifty 500 TRI.

Plans and Options: Regular Plan; Growth, Income Distribution cum Capital Withdrawal (Payout, Re-investment and Transfer).

Min. Amt: ₹100 and in multiples of ₹1 thereafter.

Entry Load: Not applicable.

Exit Load: An Exit Load of 1% is payable for redemption or withdrawal by way of SWP within 365 days from the date of allotment.

Cheque in favour: "Sundaram Business Cycle Fund"

NFO Closes on 19/06/2024

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



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23/05/1996... 23/05/2024...

Invest Rightly. Live Happily.



SBI Automotive Opportunities Fund

(An open ended equity scheme following automotive & allied business activities theme)

Investment Objective: The scheme is to generate long-term capital appreciation to unit holders from a portfolio that is invested in equity and equity related instruments of companies engaged in automotive & allied business activities theme.

Allocation: Equity and equity related instruments of companies engaged in automotive & allied business activities theme (including equity derivatives): Min 80% to Max 100% (Very High) Equity & equity related instruments of companies other than above (including equity derivatives) : Min 0% to Max 20% (Very High) Debt & debt related instruments (including securitized debt & debt derivatives) and money market instruments including tri-party repos : Min 0% to Max 20% (Low to Medium) Units issued by REITs and InvITs* : Min 0% to Max 10% (Medium to High).

Fund Manager: Mr. Tanmay Desai and Mr. Pradeep Kesavan.

Benchmark Index: 65% Nifty 50 TRI + 25% NIFTY Short Duration Debt Index + 10% Domestic Prices of Gold.

Plans and Options: Regular Plan; Growth, Income Distribution cum Capital Withdrawal (Payout, Re-investment and Transfer).

Min. Amt: ₹5000 and in multiples of ₹1 thereafter.

Entry Load: Not applicable.

Exit Load: 1% of the applicable NAV - If units purchased or switched in from another scheme of the Fund are redeemed or switched out on or before 1 year from the date of allotment.

Cheque in favour: "SBI Automotive Opportunities Fund"

NFO Closes on 31/05/2024

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

To know more, suitability of the product, risk factors and to invest rightly at your doorstep, Please call your nearest ECS Financial.

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Thoughtful Inspirational Quotable Quotes

"No success or achievement in material terms is worthwhile unless it serves the needs or interests of the country and its people and is achieved by fair and honest means."
- J. R. D. Tata

"Growth is painful. Change is painful. But, nothing is as painful as staying stuck where you do not belong."
- N. R. Narayana Murthy

"The only rigorous definition of "risk" is the chance of permanent loss of Capital. capital has never been lost by any investor willing to hold a well-diversified portfolio of equities for the long term, through their frequent (and normal) historical declines."
- Nick Murry


"No one has the right, in my view, to think they have a divine right to success. You've seen it with cities, you've seen it with countries - people go the wrong way."
- Jamie Dimon

"If you are successful, it is because somewhere, sometime, someone gave you a life or an idea that started you in the right direction. Remember also that you are indebted to life until you help some less fortunate person, just as you were helped."
- Melinda Gates

Be Empowered

Spending at ease in retirement

How you invest your retirement corpus after quitting work is as important as where you invest your earnings while you are working. The strategy is to allow your savings to grow at all times



My cousin is touring the South American countries on a curated holiday with a bunch of women friends. A common friend wondered how someone could afford this after retirement. "Why not?" I asked. Notions about retirement planning have changed. It is old-fashioned to seek pension from the government and live an entitled life.

Source & Courtesy: Uma Shashikant - ET Wealth Contd. in Page 3

Attractive Fixed Deposits

Compiled as on 23/05/2024

Name	Credit Rating	Period in months	Individual (%)	Sr. Citizen (%) (60+)
Bajaj Finance Ltd.	AAA	18 42	7.80 8.60	8.05 8.85
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 17/05/2024		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		
Multi Asset Funds & Asset Allocator Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	HDFC Multi Asset Fund	Aug-05	***	2,799	16.34	62.96	1	1.25	1.25	22.33	14.15	14.98	11.14	10.3	1
2	ICICI Prudential Multi Asset Fund	Oct-02	****	39,535	31.95	661.27	2.02	1.92	1.92	33.16	23.35	20.47	15.69	21.46	2
3	Nippon India Multi Asset Fund	Aug-20	**	3,120	18.77	18.77	-	-	-	33.28	17.22	-	-	18.43	3
4	Tata Multi Asset Opportunities Fund	Mar-20	****	2,755	21.18	21.18	-	-	-	27.52	15.85	-	-	19.54	4
5	Aditya Birla Sun Life Multi Asset Allocation Fund	Jan-23	Unrated	210	54.27	58.93	-	-	-	30.91	14.83	15.8	13.62	10.5	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	***	7,192	25.6	93.58	1.26	1.29	1.35	20.65	11.71	12.45	11.22	9.73	1
2	HDFC Balanced Advantage Fund	Feb-94	****	83,549	39.05	472.73	2.76	2.94	3.12	40.06	24.32	19.55	15.7	18.58	2
3	Tata Balanced Advantage Fund	Jan-19	****	9,107	19.08	19.08	-	-	-	21.38	12.92	13.24	-	12.95	3
4	Sundaram Balanced Advantage Fund	Dec-10	***	1,529	15.46	31.74	0.71	0.75	0.99	19.16	11.37	12.07	9.96	10.13	4
5	ICICI Prudential Balanced Advantage Fund	Dec-06	****	56,709	18.11	65.32	1.11	1.58	1.60	20.99	13.15	13.13	12	11.39	5
Hybrid Equity Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	HDFC Hybrid Equity Fund	Apr-05	****	23,113	16.3	106.78	0.75	1	1	20.63	15.37	15.18	14.34	15.54	1
2	ICICI Prudential Equity & Debt Fund	Nov-99	****	34,733	26.06	345.07	0.35	0.75	1.8	38.74	24.07	21.26	17.22	15.51	2
3	Kotak Equity Hybrid Fund	Nov-99	****	5,412	32.18	54.76	0.234	-	-	28.61	16.67	17.69	13.42	14.63	3
4	Canara Robeco Equity Hybrid Fund	Feb-93	***	10,077	96.96	318.83	0.75	9.22	7.4	25.09	14.14	15.41	14.31	12.71	4
5	Nippon India Equity Hybrid Fund	Jun-05	**	3,523	27.1	93.81	-	-	1.25	30.19	17.28	12.81	11.99	12.54	5
Arbitrage Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Aditya Birla Sun Life Arbitrage Fund	Jul-09	***	12,063	11.25	24.62	-	0.23	0.44	7.65	5.57	5.19	5.86	6.27	1
2	HDFC Arbitrage Fund - Wholesale Plan	Oct-07	**	11,804	10.78	28.39	-	0.16	0.48	7.73	5.6	5.08	5.78	6.5	2
3	SBI Arbitrage Opportunities Fund	Nov-06	****	29,009	16.47	31.32	-	-	-	7.84	5.96	5.22	5.93	6.72	3
Debt Medium Term Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	HDFC Medium Term Debt Fund	Feb-02	****	4,188	17.3	51.26	-	-	-	6.33	5.27	6.7	7.34	7.61	1
2	ICICI Prudential All Seasons Bond Fund	May-09	****	12,458	20.86	33.55	1.3	0.75	0.35	6.98	5.83	7.61	8.82	8.81	2
3	Kotak Medium Term Fund	Mar-14	***	1,744	12.61	20.55	0.60	0.40	-	6.91	5.41	6.02	7.23	7.35	3
4	SBI Magnum Medium Duration Fund	Nov-03	****	6,222	18.05	46.58	-	-	-	6.5	6.5	7.44	8.32	7.78	4
5	Sundaram Medium Term Bond Fund	Dec-97	*	44	12.98	63.9	0.43	0.6	0.3	4.4	3.18	4.32	6	7.27	5
Children's Gift Funds & Retirement Savings Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	HDFC Children's Gift Fund	Mar-01	****	8,865	-	268.27	-	-	-	27.53	18.65	17.85	15.35	16.52	1
2	Axis Children's Gift	Dec-15	**	812	22.68	22.68	-	-	-	15.65	9.41	11.87	-	10.19	2
3	Tata Young Citizens Fund	Oct-95	Unrated	339	56.03	-	-	-	-	28.9	17.24	17.81	12.99	13.07	3
4	HDFC Retirement Savings Fund	Feb-16	****	5,044	-	45.43	-	-	-	36.12	24.21	22.61	-	20.19	4
5	ICICI Prudential Retirement Fund	Feb-19	****	730	28.36	28.35	-	-	-	57.41	30.69	22.83	-	22.09	5
6	SBI Retirement Benefit Fund	Feb-21	Unrated	2,320	18.82	18.82	-	-	-	30.04	21.37	-	-	21.38	6
Multi Cap Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Aditya Birla Sun Life Multi-Cap Fund	May-21	Unrated	5,462	17.65	17.65	-	-	-	38.54	20.39	-	-	20.62	1
2	Sundaram Multi Cap Fund	Oct-00	Unrated	2,498	64.58	340.56	1.78	3.58	3.6	40.92	21.3	18.61	15.92	15.88	2
3	Nippon India Multi Cap Fund	Mar-05	Unrated	30,501	61.96	268.67	-	1.75	3.75	53.01	32.53	23.04	17.64	18.75	3
4	HDFC Multi Cap Fund	Dec-21	Unrated	13,425	16.2	17.09	-	-	-	47.66	-	-	-	24.55	4
5	ICICI Prudential Multicap Fund	Oct-94	Unrated	11,882	34	709.03	2.25	2.5	2.5	47	23.99	19.9	16.64	15.46	5
Large & Midcap Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	DSP Equity Opportunities Fund	May-00	***	11,631	37.59	542.1	2.7	2.8	5.3	46.2	20.39	20.67	17.35	18.09	1
2	Tata Large & Mid Cap Fund	Mar-93	***	7,204	77.9	483.32	-	-	-	31	19.89	19.22	16.01	13.26	2
3	Motilal Oswal Large and Midcap Fund	Oct-19	****	4,036	22.45	27.49	-	1.05	1.08	52.49	27.06	-	-	24.67	3
4	Aditya Birla SL Equity Advantage Fund	Feb-95	*	5,746	136.93	822.66	4.96	7.00	7.10	34	14.29	15.93	14.69	17.03	4
5	Hdfc Large and Midcap Fund	Feb-94	****	18,692	36.11	304.15	2.00	2.00	1.50	47.74	25.9	22.64	14.79	13.06	5
Mid Cap & Small Cap Funds Source & Courtesy: Value Research, Mutual Fund Insight															
1	Kotak Emerging Equity Fund	Mar-07	****	42,699	63.09	114.88	0.536	-	-	46.84	24.9	25.54	22.28	15.30	1
2	Sundaram Mid Cap Fund	Jul-02	**	10,732	63.57	1,188.28	0.14	2.87	3.23	55.95	27.23	21.73	18.83	24.53	2
3	HDFC Mid-Cap Opportunities Fund	Jun-07	****	63,413	51.01	167.22	-	3.5	3.5	56.43	29.38	26.18	21.04	18.13	3
4	Nippon India Small Cap	Sep-10	****	50,423	90.68	157.87	-	2.5	5	58.68	34.76	32.64	26.55	22.35	4
5	Tata Small Cap Fund	Nov-18	****	6,952	36.5	36.5	-	-	-	44.83	29.97	29.14	-	26.46	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 17/05/2024		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	*	35,642	25.1	86.24	2.25	2.3	2.2	30.82	11.84	14.66	15.51	16.15	1
2	Canara Robeco ELSS Tax Saver Fund	Mar-93	****	7,761	46.46	156.93	2.65	2	0.37	31.78	17.53	19.83	16	15.3	2
3	DSP Elss Tax Saver Fund	Jan-07	****	14,860	23.42	120.52	1.01	1.7	1.86	42.51	20.59	20.91	17.74	15.44	3
4	HDFC ELSS Tax Saver Fund	Mar-96	****	14,475	71.95	1,218.43	5	5.75	5.75	45.78	26.85	19.1	14.52	23.72	4
5	ICICI Prudential Elss Tax Saver Fund	Aug-99	***	13,415	24.34	817.04	2.4	2.8	2.6	34.59	18.4	17	14.79	19.46	5
6	Kotak ELSS Tax Saver	Nov-05	****	5,608	40.98	109.5	0.903	-	-	41.04	22.06	20.41	17.58	13.82	6
7	Mirae Asset ELSS Tax Saver Fund	Dec-15	****	22,472	24.51	42.96	1.6	1.75	1.8	34.81	17.9	20.26	-	18.97	7
8	SBI Long Term Equity Fund	Mar-93	****	23,412	79.92	394.21	-	5	5.25	58.66	28.02	23.38	16.72	17.23	8
9	Tata Elss Tax Saver Fund	Mar-96	***	4,197	90.82	38.99	-	5.15	8.1	32.24	18.32	17.02	16.54	18.58	9
10	Quant ELSS Tax Saver Fund	Apr-00	****	9,361	52.26	376.36	-	-	-	58.87	27.18	33.46	25.05	16.22	10

SIP It Up To Meet Lifetime Goals

Selected SIP Performance Details as on 30/04/2024

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		Amount Invested Since inception*
			Value & Return	Value & Return	Value & Return	Value & Return	Value & Return	Value & Return	Value & Return				
1	Aditya Birla SL Medium Term Plan - Gr	Mar-09	12402.52	6.27	42635.39	11.3	78997.91	10.94	186163.84	8.50	361775	8.64	182000
2	Franklin I Feeder Franklin US Opp - Gr	Feb-12	13782.49	28.6	43798.09	13.15	82300.10	12.6	250298.86	14.07	367590.67	14.47	147000
3	HDFC Large and Mid Cap Fund- Gr	Feb-94	14705.98	44.2	54236.88	28.5	120118.85	28.17	312086.24	18.17	5444600.69	14.78	363000
4	HDFC Small Cap Fund- Gr	Apr-08	14461.47	40.01	56428.8	31.47	135874.2	33.4	383107.39	21.97	1150765.69	19.76	195000
5	ICICI Prudential Midcap Fund-Gr	Oct-04	15303.49	54.57	54022.47	28.21	120267.69	28.23	318816.73	18.57	1405127.23	16.67	231000
6	ICICI Prudential Multicap Fund- Gr	Oct-94	14779.36	45.46	53273.21	27.17	113188.94	25.68	300424.51	17.47	8881994.25	17.98	355000
7	Invesco India Multicap Fund-Gr	Mar-08	14552.94	41.57	50746.57	23.61	108535.52	23.93	287794.01	16.67	1014581.37	18.45	195000
8	Kotak Equity Opportunities Fund-Gr	Sep-04	14784.60	45.55	52630.49	26.28	111629.02	25.1	312820.75	18.22	1327705.51	16.18	236000
9	Mirae Asset Large & Midcap Fund-Gr	Jul-10	14174.29	35.15	48587.40	20.47	105576.89	22.79	334642.12	19.47	740913.82	21.68	159000
10	Nippon India Multi Cap Fund-Gr	Mar-05	15097.07	50.96	58185.18	33.8	130182.97	31.58	334676.75	19.47	1571611.74	17.62	231000
11	Sundaram Multi Cap Fund-Gr	Oct-00	14284.52	37.01	49588.93	21.94	107232.12	23.43	291708.4	16.92	2336145.16	15.76	279000
12	Tata Large & Mid Cap Fund- Gr	Mar-93	13954.36	31.45	49403.89	21.67	103995.16	22.16					



Be Empowered



Spending at ease in retirement

Many investors prefer to take matters into their own hands. They began with IPOs in the 1980s and soon graduated to equity mutual funds. My cousin saved and invested aggressively in her earning years, which is why her retirement corpus has grown sizeably.

Retaining the focus on growth in corpus value over a long haul of 20-25 years of saving is important. Many remain conservative and invest in fixed-income instruments, such as bank recurring and fixed deposits, bonds and post office schemes, among others. They buy into the fear that their retirement corpus should not be subjected to the risks of the equity market.

This bias towards debt products leads to a compromise in the accumulated value of their corpus. The longer the time period, the greater the opportunity lost. There is no denying that equity investing is riskier than debt, and that higher return comes with higher risk. However, there are tools like diversification to manage those risks and earn market returns. Investing in a portfolio of equity stocks, managed to be diversified, monitored to be invested in companies that are performing well, is not difficult.

One can create such a portfolio and manage it actively; one can buy a diversified equity mutual fund; or simply buy an equity market index holding a diverse set of stocks. In all these cases, the market risk of being exposed to equity still remains. This is addressed by staying invested through bull and bear market cycles. This is a cultivated preference, now mastered by thousands of investors, like my cousin, who invests in equity indices and mutual funds.

This strategy of accumulation and growth, enabled by equity investing, preferably executed over a long period of time, is what left them with a retirement corpus adequate enough for their travels and other post-retirement activities. "How do they spend it so courageously?" I was asked next.

The fear that the retirement corpus will not be enough comes primarily from it being small. It is also stoked by how that corpus is invested. The same conservative mistake of the earning years is repeated in retirement. The money is invested in debt products and income earning assets. Many retirees believe equity investing will put their lifetime savings at risk.

If there are 30 earning years, there are 30 years in retirement too. At least that is the assumption one makes with respect to using the corpus and living off it. This must guide the investment strategy after retirement too. The important difference is that one is dependent on the investment corpus for income, and one does not contribute to it. So, drawing from what is seen as a fixed pile of money is a difficult decision.

The strategy to deploy is one that enables the corpus to grow and appreciate in value as well. There is always a small portion that is drawn and the rest is kept for the future. A portion of this money can be invested in equity - diversified equity funds, portfolios or stocks, as one prefers - to enable it to grow in value. How much one should invest in equity depends primarily on the size of the corpus. This is because the portion needed for annual use will be a smaller percentage of the larger corpus. One can continue to draw as needed even if the equity markets fall, if the corpus is large enough. The simplest way to arrive at how much to invest in equity is to ask how much of the corpus will be left for the heirs. If that residual portion is 30%, it could be in equity. The benefit of its appreciation will be available through retirement.

There are a few sensible decisions my cousin made, which enabled her to spend her retirement travelling, as she always wanted to. First, she has no investment in gold. She did not see it as being worthwhile, nor did she crave it for her daughters. She gave them a good education and they both earn well. Her savings went into equity.

Second, her only investment in property was the house they lived in. She sold the large flat after her husband passed away a few years ago. She saw it as an asset whose value could be utilised in a better manner. She invested a portion of the sale proceeds in equity for each of her two daughters and created a will to enable them to bequeath this investment after her death. These funds are available to her, if needed, while she is alive. After her time, her daughters will receive the appreciated value of these investments in easy-to-bequeath financial assets. By doing this, she has also capped and minimised what she has allocated to them. The equity markets will work for her to grow this allocation over the years.

Third, she has defined her monthly expenses to be minimalistic. She has a single bedroom rented accommodation that is sparsely furnished for her needs. She does not entertain, host, or party at home. Her house is defined as emergency fund. The rest is in mutual funds, from which she draws down what she needs when she plans a long travel holiday.

Fourth, she has minimised her investment portfolio to one bank account and a handful of mutual fund investments. She holds her annual expense in bank deposits and draws from it each month. She has a fixed deposit allocated as emergency fund. The rest is in mutual funds, from which she draws down what she needs when she plans a long travel holiday.

Fifth, she focuses on her health and strength, and cares about her diet and physical activity. She has instructed her children to not spend on invasive treatments to keep her alive if she hits a roadblock. She will soon write a living will to document this desire. Her girls are well placed, love and care for her, and this is a source of comfort and security. She hopes to see the world before she turns 70 in another eight years. Allocating money to what one cares for and what truly matters is a great skill. More power to people like her. **Source & Courtesy: Uma Shashikant - ET Wealth**

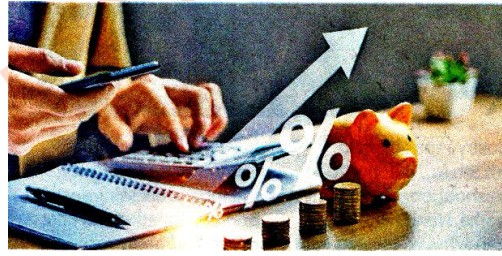


Be Empowered



Borrowing Against Mutual Funds

Money is sometimes needed for short tenures like 2-3 months or up to a year. One option is to redeem your mutual funds to the extent of money required, financial planners suggest borrowing against your funds for such short-term needs.



HOW CAN YOU GET A LOAN AGAINST YOUR MUTUAL FUND UNITS? WHAT DOES IT COST?

A loan against your equity or hybrid mutual fund units can be taken from a bank or a non-banking finance company (NBFC). The interest rate could be in the range of 9-11% based on the loan amount and tenure. Once you pledge your MF units, they are marked as under lien, which means you cannot sell or switch the units. Financial planners recommend borrowing against equity-oriented mutual funds and not against liquid or debt oriented funds

HOW DOES ONE REMOVE THE LIEN ON THE MUTUAL FUND UNITS?

After the loan is repaid by the borrow-er, the financier can ask for a removal of the lien and send a request letter to the fund house. The lender can also request for partial removal of the lien, in which case, the lien on some of the units will be removed, making them 'free' units. This will happen only when the lender receives part payments.

WHAT WILL HAPPEN IN CASE OF A DEFAULT?

In case the borrower defaults in making payment, the lender can enforce the lien i.e. send a signed re-quest for redemption of the units and claim the proceeds.

WHAT IS THE ADVANTAGE OF BORROWING AGAINST MF UNITS?

Loan against MFs gives you the option of receiving immediate liquidity against the fund units that you own. It is like an overdraft facility for short-term monetary requirements, with a relatively shorter tenure compared to other loans. It can be used judiciously by people looking to leverage their otherwise idle mutual fund investments, and also raise capital quickly for short-term financing needs. You need not sell your mutual fund units, hence your financial plan remains intact and neither is your ownership of fund units divested after pledging them for a loan. However, do not use this money to buy stocks or equity mutual funds. This is because in the near term volatility can be high and you could end up making a mark-to-market loss while also paying the interest on the loan.

HOW DOES ONE APPLY FOR A LOAN?

There are many NBFCs that offer loans through their websites in a paperless for-mat or with small paperwork. Some portals offer loans quickly if you hold units in demat form and have prior approval. Even if you hold units in physical form, you could apply for a loan online. The financier will ask the MF registrar - CAMS or Karvy - to mark a lien on a certain number of units that are being pledged. Financiers typically lend about 50-60% of the value of the pledged units. The registrar in turn will mark the lien and a letter is sent to the lender with a copy to the investor confirming the marking of lien on the units. If your documents are in place, some websites claim to have the loan ready in less than an hour. However, if something is not in order, it needs to be addressed and could take 2-3 business days.

To know more and for any assistance, Please call Mr. S. Venkatachalam. Mobile: 73862 49493 / 1800 425 2969

Source & Courtesy: Prashant Mahesh, Invesco Mutual Fund - ET

"Fighting cancer isn't easy. Financially preparing for it is."

HDFC Life Cancer Care
A Non-Linked, Non-Participating Protection Plan



Get a Cancer Cover of ₹ 20 Lakhs @ Less than ₹ 4 / day¹

- Cover for Early and Major Stage Cancer
- Lump Sum Benefit on diagnosis of major or early stage Cancer
- No Medicals Required²



1. Annual premium amount ₹1411 for Male aged 35 years, 10 years term, Silver option, excluding Taxes and levies as applicable.

2. Policy is issued on the basis of Short Medical Questionnaire.

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 Amar	35	20	15,605	28,366
	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 Assurance Policy	0-17	4,945	6,114	8,890
	18-35	7,676	10,424	14,551
	36-45	9,159	12,249	17,027
HDFC ERGO Optima Restore	18-35	9,782	12,877	14,898
	36-45	11,494	14,863	17,485
	46-50	16,191	21,936	25,492
ICICI Lombard Health Advantage	0-25	6,969	9,107	11,055
	26-35	7,730	10,085	12,189
	36-40	8,906	11,686	14,296
	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) ● PFC (VIII) ● IRFC (VIII)

(Y-ly Int dt. 30th June)

(Y-ly Int dt. 1st April)

(Y-ly Int dt. 15th Oct)

Cost inflation index for FY 2023-24 relevant to the assessment year 2024-25 is 348.

LIC Jeevan Akshay VII now with New increased rates w.e.f. 07/02/24



Sample Illustration: Age - 60, Annuity payable - Yearly, Mode - Offline

PURCHASE PRICE	10 LAKH	25 LAKH	50 LAKH	1 CRORE
OPTION 'F'	₹70,100	₹1,76,500	₹3,53,000	₹7,08,500

To know more details, invest & for doorstep service, Please Call your nearest **ECS Financial** or Please Call : 70322 20490 / 70959 05511

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

Be smart, use STP for long term growth!

Selected Equity Funds for STP

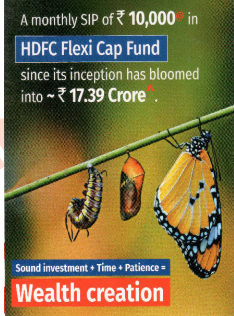
- Aditya Birla Sun Life Multi Cap
- Canara Robeco Emerging Equity
- HDFC Multi Cap
- ICICI Prudential India Opportunities Fund
- Kotak ELSS Tax Saver
- Mirae Asset Mid Cap
- Nippon India Multi Cap
- SBI Focused Equity
- Sundaram Large & Mid Cap
- Tata Large & Mid Cap

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

Know your Income Tax filing Due Dates

- **Salaried, Pension - ITR 1 - July 31.**
- **Business Class, Non company assessee (whose accounts need not be compulsorily audited) - ITR 2 & ITR 3 - July 31.** Co-operative Societies, Charitable Institutions claiming exemptions u/s 11 & Companies (whose accounts required to be compulsorily audited) - ITR 4, ITR 5, ITR 6 & ITR 7 - 30th September.

For any assistance to file your IT Returns please call Mr. Venkatachalam Mobile: 73862 49493 / 1800 425 2969



To know more and Start your SIP today, Please Call your nearest **ECS Financial**

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

Correct Asset Allocation is key to good investing

Selected Multi Asset Allocation Funds

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

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

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

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ECS Financial or Click www.ecsfinancial.co.in

Telangana Urban Region

SECUNDERABAD	1-7-284/293, Office No. 203, 2 nd 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 - 500072.	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	76590 08855
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

VJAYAWADA	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
VISHAKAPATNAM	47-9-17, 1 st Floor, Illrd Lane, Dwarakanagar, Vizag - 530016.	0891 - 2591171	98480 50477
RAJAMAHEN-DRAVARAM	D.No: 36-29-15, Ground floor, Shop No: 4, Karthik Plaza, Old Ramalayam Street, Rajamahendravaram - 533101.	0883 - 2437124	98486 29443

Karnataka 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

Tamil Nadu 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 - 641041	0422 - 4713490	83411 30969

Maharashtra Region

CHEMBUR EAST	Office No: 4A, 1 st 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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"If you're in the luckiest 1% of humanity, you owe it to the rest of humanity to think about the other 99%." - Warren Buffett

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

LIQUID FUNDS RETURNS AS ON 17/05/2024	15D	30D	3M	6M	1Y
Aditya Birla Sun Life Low Duration Fund (G)	0.02	0.52	1.83	3.44	6.79
DSP Ultra Short Fund (G)	0.02	0.49	1.78	3.39	6.83
HDFC Low Duration Fund (G)	0.03	0.54	1.93	3.56	7.13
ICICI Prudential Savings Fund (G)	0.02	0.58	2.08	3.84	7.81

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

BAJAJ FINSERV MULTI ASSET ALLOCATION FUND WITH DIVIDEND BOOSTERS

Growth from high dividend companies.
Stability from Debt and Gold.

NFO PERIOD
13th - 27th MAY, 2024

RISKOMETER#

Investors understand that their principal will be at Very High risk

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

- Income generation from fixed income instruments
- Wealth creation/Capital appreciation over long term from investments in equity and equity related securities, Gold ETFs, Silver ETFs, exchange traded commodity derivatives (ETCD) and in units of REITs & InvITs.

*Investors should consult their financial advisers if in doubt about whether the product is suitable for them

#The 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.

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BAJAJ FINSERV ASSET MANAGEMENT LIMITED

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Serving you.



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