

ECS FINANCIAL JOURNAL

Empowering & Enabling Growth Since 1996

INVESTMENT NEWS

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Thank You!

One more financial year has come to an end, and it has been an excellent year with the support from clients like you.

We look forward to your continuous support and growth for the coming Financial Year 2024-25

The key to success is to start even before you are ready.

Wish you a successful and prosperous new financial year with abundant growth!

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Invest Rightly. Live Happily.

New Financial Year, New Goals:
Strategies to Refresh Your Financial Blueprint

Webinar through Zoom

SPEAKER



Mr. K.S. Rao
Executive Vice-President & Head - Investor Education & Development at Aditya Birla Sun Life AMC Ltd.

13th April' 24, Saturday 11.00AM to 12.00PM
Meeting ID: 816 8124 9849 | Passcode: 068356

K S Rao is an accomplished leader of Senior Management Team with Aditya Birla Sun Life AMC Ltd. With over three decades of experience in the mutual fund industry, he has brought diversity, depth, and breadth of knowledge across the entire value chain of sales, distribution, marketing, strategic planning, and investor education.

We request all our investor's & family members and friends to participate and get empowered.

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On this Holy Occasion of Ramzan, may you soar newer Heights and Touch New Horizons of Good Health & Prosperity.



Eid MUBARAK

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Happy Ugadi

May this Ugadi be the beginning of your financial prosperity too.

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SMALL TOP UP BIG CORPUS

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SIP of ₹ 15,000 p.m. + TOP UP of ₹ 1,500 per yr. for 20 yrs = ₹ 1.13 Cr

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Thoughtful Inspirational Quotable Quotes

"The best time to invest is when you have money. This is because history suggests it is not timing which matters, it is time."
- John Templeton

"Be in beta. Do things badly. Abandon perfectionism. Following this advice can seem nearly impossible when pitted against our identity. But when we allow ourselves to go into the rapid iteration of trial and error, like a child learning to walk, the feel-good neurological response just may charm away the snake of a strangling ego."
- Whitney Johnson

"Change is not a threat, it's an opportunity. Survival is not the goal, transformative success is."
- Seth Godin

"Physical fitness is not only one of the most important keys to a healthy body, it is the basic of dynamic and creative intellectual activity."
- John F. Kennedy

"Water is critical for sustainable development, including environmental integrity and the alleviation of poverty and hunger, and is indispensable for human health and well-being."
- United Nations

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Telangana RO : 98480 27443 Insurance : 70959 05511
(Life / Health / General)

World Health Day 7 April

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The journey to good health or wealth is not easy, but certainly rewarding with a healthy discipline.

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Tax Reckoner 2024-25 - Page 3

Submit 15G/15H forms to exempt from TDS (if your Taxable income is below the basic threshold limit), for FY 2024-25, Please call your nearest **ECS Financial**. Note: NCD's @ Demat mode too will attract TDS.

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

Attractive Fixed Deposits Compiled as on 05/04/2024

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	7.60	8.05	7.85	8.30
PNB Housing Finance	AA	23 -	8.00	-	8.30	-
Shriram Finance	AA+	18 50	7.95	8.60	8.49	9.14

- 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 01/04/2024			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	***	2,527	16.03	61.77	1	1.25	1.25	23.41	14.28	13.77	11.32	10.15	1	
2	ICICI Prudential Multi Asset Fund	Oct-02	****	34,644	31.24	639.99	2.02	1.92	1.92	33.35	23.92	18.89	16.07	21.41	2	
3	Nippon India Multi Asset Fund	Aug-20	**	2,703	18.15	18.15	-	-	-	32.87	16.8	-	-	18.03	3	
4	Tata Multi Asset Opportunities Fund	Mar-20	****	2,501	20.63	20.63	-	-	-	28.08	15.48	-	-	19.43	4	
5	Aditya Birla SL Asset Allocator FoF	Aug-06	***	198	51.58	56.02	-	-	-	29.31	14.09	14.17	13.72	10.26	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	***	7,036	25.16	91.43	1.26	1.29	1.35	22.25	11.49	11.5	11.73	9.68	1	
2	HDFC Balanced Advantage Fund	Feb-94	****	78,759	37.84	455.09	2.76	2.94	3.12	40.5	23.92	17.65	16.5	18.51	2	
3	Tata Balanced Advantage Fund	Jan-19	****	8,730	18.79	18.79	-	-	-	23.51	12.64	13.13	-	12.96	3	
4	Sundaram Balanced Advantage Fund	Dec-10	***	1,520	15.54	31.58	0.71	0.75	0.99	22.04	11.4	11.79	10.64	10.18	4	
5	ICICI Prudential Balanced Advantage Fund	Dec-06	****	55,229	17.91	64.62	1.11	1.58	1.60	22.9	13.28	12.78	12.43	11.41	5	
Hybrid Equity Funds Source & Courtesy: Value Research, Mutual Fund Insight																
1	HDFC Hybrid Equity Fund	Apr-05	****	22,643	16	104.79	0.75	1	1	23.5	15.44	13.94	15	15.43	1	
2	ICICI Prudential Equity & Debt Fund	Nov-99	****	32,429	25.58	338.72	0.35	0.75	1.8	41.61	25.22	20.16	17.74	15.51	2	
3	Kotak Equity Hybrid Fund	Nov-99	****	5,045	30.81	52.42	0.234	-	-	27.84	15.37	16.31	13.53	14.51	3	
4	Canara Robeco Equity Hybrid Fund	Feb-93	***	9,809	95.72	312.45	0.75	9.22	7.4	28.01	13.72	14.45	14.86	12.7	4	
5	Nippon India Equity Hybrid Fund	Jun-05	**	3,399	26.5	91.75	-	-	1.25	32.18	17.05	10.6	12.48	12.49	5	
Arbitrage Funds Source & Courtesy: Value Research, Mutual Fund Insight																
1	Aditya Birla Sun Life Arbitrage Fund	Jul-09	***	10,668	11.2	24.37	-	0.23	0.44	7.54	5.43	5.21	5.84	6.25	1	
2	HDFC Arbitrage Fund - Wholesale Plan	Oct-07	**	10,994	10.72	28.1	-	0.16	0.48	7.57	5.44	5.08	5.76	6.48	2	
3	SBI Arbitrage Opportunities Fund	Nov-06	****	27,798	16.3	31	-	-	-	7.74	5.78	5.25	5.91	6.71	3	
Debt Medium Term Funds Source & Courtesy: Value Research, Mutual Fund Insight																
1	HDFC Medium Term Debt Fund	Feb-02	****	4,198	17.18	50.92	-	-	-	7.43	5.51	6.67	7.42	7.62	1	
2	ICICI Prudential All Seasons Bond Fund	May-09	****	11,810	11.34	33.31	1.3	0.75	0.35	7.88	6.01	7.57	9.02	8.84	2	
3	Kotak Medium Term Fund	Mar-14	***	1,730	12.53	20.46	0.60	0.40	-	8.01	5.68	6	7.36	7.4	3	
4	SBI Magnum Medium Duration Fund	Nov-03	****	6,560	17.93	46.25	-	-	-	7.6	5.6	7.38	8.66	7.8	4	
5	Sundaram Medium Term Bond Fund	Dec-97	*	46	12.92	63.58	0.43	0.6	0.3	5.59	3.33	4.28	6.09	7.29	5	
Children's Gift Funds & Retirement Savings Funds Source & Courtesy: Value Research, Mutual Fund Insight																
1	HDFC Children's Gift Fund	Mar-01	****	8,452	-	258.02	-	-	-	28.71	18.38	16.01	15.55	16.43	1	
2	Axis Children's Gift	Dec-15	**	791	22.34	22.34	-	-	-	19.42	9.19	11.42	-	10.15	2	
3	Tata Young Citizens Fund	Oct-95	Unrated	332	54.64	-	-	-	-	32.6	16.9	16.51	13.13	13.03	3	
4	HDFC Retirement Savings Fund	Feb-16	****	4,705	-	44.3	-	-	-	41.16	24.97	20.6	-	20.16	4	
5	ICICI Prudential Retirement Fund	Feb-19	****	608	26.99	26.98	-	-	-	60.94	28.56	20.86	-	21.5	5	
6	SBI Retirement Benefit Fund	Feb-21	Unrated	2,153	18.06	18.05	-	-	-	32.57	21.08	-	-	20.71	6	
Multi Cap Funds Source & Courtesy: Value Research, Mutual Fund Insight																
1	Aditya Birla Sun Life Multi-Cap Fund	May-21	Unrated	5,146	16.82	16.81	-	-	-	40.41	-	-	-	19.58	1	
2	Sundaram Multi Cap Fund	Oct-00	Unrated	2,391	61.04	321.89	1.78	3.58	3.6	41.13	19.58	16.19	16.39	15.69	2	
3	Nippon India Multi Cap Fund	Mar-05	Unrated	26,809	57.35	248.66	-	1.75	3.75	52.3	29.54	19.91	17.5	18.4	3	
4	HDFC Multi Cap Fund	Dec-21	Unrated	12,232	15.46	16.31	-	-	-	51.18	-	-	-	23.51	4	
5	ICICI Prudential Multicap Fund	Oct-94	Unrated	11,180	32.59	681.11	2.25	2.5	2.5	49.59	23.43	17.4	17.19	15.37	5	
Large & Midcap Funds Source & Courtesy: Value Research, Mutual Fund Insight																
1	DSP Equity Opportunities Fund	May-00	***	10,917	35.18	507.4	2.7	2.8	5.3	43.97	19.41	17.84	17.49	17.86	1	
2	Tata Large & Mid Cap Fund	Mar-93	***	6,620	75.55	468.75	-	-	-	35.06	18.34	18.27	16.44	13.2	2	
3	Motilal Oswal Large and Midcap Fund	Oct-19	****	3,477	21.15	25.89	-	1.05	1.08	52.94	24.35	-	-	23.78	3	
4	Aditya Birla SL Equity Advantage Fund	Feb-95	*	5,526	131.24	788.46	4.96	7.00	7.10	36.74	12.84	14.19	15.39	16.94	4	
5	Hdfc Large and Midcap Fund	Feb-94	****	16,757	34.60	291.42	2.00	2.00	1.50	51.39	25.2	20.23	14.78	12.95	5	
Mid Cap & Small Cap Funds Source & Courtesy: Value Research, Mutual Fund Insight																
1	Kotak Emerging Equity Fund	Mar-07	****	39,738	57.19	104.13	0.536	-	-	39.92	21.6	21.73	22.21	14.76	1	
2	Sundaram Mid Cap Fund	Jul-02	**	10,262	59.69	1,115.81	0.14	2.87	3.23	55.97	24.43	18.94	19.23	24.33	2	
3	HDFC Mid-Cap Opportunities Fund	Jun-07	****	60,187	48.51	159.01	3	3.5	3.5	59.02	28.81	23.02	21.57	17.92	3	
4	Nippon India Small Cap	Sep-10	****	46,044	82.84	144.23	-	2.5	5	58.23	33.83	27.51	22.21	21.77	4	
5	Tata Small Cap Fund	Nov-18	****	6,289	33.15	33.15	-	-	-	41.3	28.98	25.47	-	24.91	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 01/04/2024			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	*	34,025	24.84	85.37	2.25	2.3	2.2	40.06	11.61	14.18	16.18	16.22	1	
2	Canara Robeco ELSS Tax Saver Fund	Mar-93	****	7,333	44.96	151.88	2.65	2	0.37	34.28	16.74	18.25	16.51	15.25	2	
3	DSP Elss Tax Saver Fund	Jan-07	****	14,147	22.68	113.85	1.01	1.7	1.86	41.72	19.73	18.62	18.16	15.18	3	
4	HDFC ELSS Tax Saver Fund	Mar-96	****	13,820	69.22	1,172.10	5	5.75	5.75	46.67	25.66	17.07	15.51	23.67	4	
5	ICICI Prudential Elss Tax Saver Fund	Aug-99	***	12,895	23.88	801.77	2.4	2.8	2.6	38.56	18.04	18.04	15.64	19.48	5	
6	Kotak ELSS Tax Saver	Nov-05	****	5,050	38.44	102.72	0.903	-	-	38.63	19.79	18.53	17.77	13.52	6	
7	Mirae Asset ELSS Tax Saver Fund	Dec-15	****	21,302	23.64	41.44	1.6	1.75	1.8	36.95	17.28	18.56	-	18.27	7	
8	SBI Long Term Equity Fund	Mar-93	****	21,203	75.98	374.78	-	5	5.25	60.39	26.85	20.79	17.05	17.12	8	
9	Tata Elss Tax Saver Fund	Mar-96	***	4,016	88.36	37.94	-	5.15	8.1	34.45	17.39	15.74	16.92	18.56	9	
10	Quant Tax Plan	Apr-00	****	7,770	49.74	358.12	-	-	-	57.98	30.6	30.51	25.31	16.07	10	

SIP It Up To Meet Lifetime Goals

Selected SIP Performance Details as on 31/03/2024

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	12460.05	7.20	43003.41	11.90	79406.94	11.16	187195.89	8.61	363299.00	8.69	181000
2	Franklin I Feeder Franklin US Opp - Gr	Feb-12	14949.78	48.62	46473.72	17.32	87895.72	15.27	266746.24	15.26	391453.67	15.41	146000
3	HDFC Large and Mid Cap Fund- Gr	Feb-94	14528.44	41.32	52670.79	26.36	116039.18	26.74	300536.1	17.48	5287699.69	14.63	362000
4	HDFC Small Cap Fund- Gr	Apr-08	13992.30	32.21	53909.90	28.08	128547.70	31.06	363320.04	20.99	1105566.69	19.34	194000
5	ICICI Prudential Midcap Fund-Gr	Oct-04	15036.14	50.10	52063.18	25.51	115421.80	26.51	307063.56	17.88	1368179.23	16.44	230000
6	ICICI Prudential Multicap Fund- Gr	Oct-94	14717.21	44.56	52161.57	25.65	110249.78	24.60	293087.87	17.01	8710954.25	17.88	354000
7	Invesco India Multicap Fund-Gr	Mar-08	14237.24	36.35	48857.34	20.89	104215.08	22.26	276985.82	15.96	984531.37	18.13	194000
8	Kotak Equity Opportunities Fund-Gr	Sep-04	14313.35	37.64	50204.17	22.85	106288.20	23.08	298157.67	17.33	1282840.51	15.89	235000
9	Mirae Asset Large & Midcap Fund-Gr	Jul-10	14026.32	32.78	47342.55	18.36	102906.71	21.74	328193.28	19.11	733152.82	21.54	158000
10	Nippon India Multi Cap Fund-Gr	Mar-05	14531.97	41.38	55188.37	29.83	122349.05	28.97	314748.94	18.34	1503422.74	17.24	230000
11	Sundaram Multi Cap Fund-Gr	Oct-00	13997.84	32.30	47954.9	19.55	103273.54	21.88	281391.5	16.26	2279955.16	15.06	278000
12	Tata Large & Mid Cap Fund- Gr	Mar-93	13766.13	2									

**Be Empowered**

7 Steps To Refresh Your Finances In The New FY

TAKE A FINANCIAL SELFIE

First things first: you need to know where you stand before you can leap. Self-assessment or taking a financial selfie can help you embark on this new journey. Examine your income, debts, savings-everything down to those sneaky subscriptions that nibble at your funds. Knowledge is power, and your current financial portrait is the ultimate tool to help you plan your masterpiece. Please do visit our website to take a smart financial selfie.

Smart Selfie

STEP 01 **TELL US ABOUT YOURSELF**
Start off with filling some basic personal details. Once you have done that, click on Next.

STEP 02 **CLICK YOUR SELFIE**
Next step, click a selfie for your card! This will help you stay motivated to achieve your goals.

STEP 03 **SELECT YOUR GOAL**
Select the goal you want to achieve. Don't forget to set a date for your goal.

STEP 04 **GET FINANCIALLY READY WITH YOUR GOAL CARD**
Your goal card is now generated. You can choose to download or get your card on mail. Now it's time to plan for your goals.

DEFINE YOUR GOALS

Once you have taken your expenses and investments into account, make a list of your wish list. A tropical getaway, a cosy pad of your own, or maybe a sleek electric bike? Whatever it is, write it down.

But don't let your dreams run wild. Be specific, ensure your goals are measurable and achievable, they are relevant to your and your family's needs, and time-bound.

MAKE A BUDGET

Budgeting doesn't have to be a drag- it's your money's master plan. Find a budgeting method that is in sync with your style- it could be an envelope system, an app that nags you, or a good old spreadsheet. Ensure you decide how much of your money is going into expenses, and investments and how much is being splurged. It's time to tell your cash where to go instead of wondering where it went. Give every rupee a job and watch how those jobs turn your dreams into reality.

DEPLOY DEBT DEMOLITION TACTICS

Debt can be a dream-stealer, but you will have the power to conquer it if you are organised. Target your high-interest debts first- a strategy often called the 'debt avalanche'. As each debt bites the dust, roll that payment into the next

one. Another strategy could be the 'debt snowball', where you knock off small debts first for quick wins that build momentum.

MAKE YOUR MONEY WORK

Whether it's ramping up your retirement contributions or diving into some well researched mutual funds, investments can help you make your money work in order to achieve a secure future. Mutual funds are like "mutual friends" as in a sense they may help multiple investors collectively accomplish their financial goals. If you're new to this, consider a chat with a financial advisor. They're like personal trainers for your wallet and will make your money work efficiently.

GET PROTECTIVE GEAR

Disasters and plot twists can ruin your financial life but taking some steps can ensure they are not able to chip off your corpus. An emergency fund can keep your financial life afloat even in tough times, while taking insurance make sure your corpus meant for your dreams and goals is not affected if you were to face any health issues or an unfortunate event. Aim for an emergency fund that can cover at least three to six months of your living expenses, including debt. You must have adequate life insurance to ensure your dependents are protected in case of your demise and a health insurance, which will pay for medical emergencies that need hospitalisation and won't corrode your corpus.

CULTIVATE A WEALTH MINDSET

Personal finance isn't just about the numbers; it's about your mindset, too. Feed your brain with financial literature, podcasts, or join a community of fellow goal-getters. Embrace the process, celebrate the small victories, and always remember that setbacks are just set-ups for comebacks. Stay informed about financial trends, especially in an election year. Knowledge is power, and understanding how political outcomes can influence economic conditions will help you make better financial decisions. Resolve to learn more about personal finance this year. The more you know, the better decisions you'll make. Your financial health is a journey, not a destination. Take the first step towards a prosperous new financial year today and remain committed to your goals. The path to financial empowerment is paved with informed choices and disciplined action. Embrace the challenge, and let this year be your most financially rewarding yet.

Source & Courtesy: K S RAO, Executive Vice President & Head – Investor Education & Distribution Development, Aditya Birla Sunlife AMC Ltd



Tax Reckoner 2024-25

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Snapshot of Income-tax rates specific to Mutual Funds

The rates are applicable for the financial year 2024-25 subject to the enactment of Finance Bill, 2024

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 2022-23 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 ^(b) ^(c)	5%
Rs. 5,00,001 to Rs. 10,00,000 ^(d)	20%
Rs. 10,00,001 and above ^(c) ^(d)	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 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.

To know more & to file Income Tax Returns,

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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 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

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- IRFC (VIII) (Y-Y Int dt. 15th Oct)

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

LIC Jeevan Akshay VII
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Sample Illustration: Age - 60, Annuity payable - Yearly, Mode - Offline

PURCHASE PRICE	10 LAKH	25 LAKH	50 LAKH	1 CRORE
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- 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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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 - 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	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

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

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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LIQUID FUNDS RETURNS AS ON 01/04/2024	15D	30D	3M	6M	1Y
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DSP Ultra Short Fund (G)	0.02	1.75	1.71	3.51	6.86
HDFC Low Duration Fund (G)	0.04	0.71	1.86	3.37	7.28
ICICI Prudential Savings Fund (G)	0.06	0.8	2.06	3.66	7.88

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

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