

# ECS FINANCIAL JOURNAL

Empowering & Enabling Growth Since 1996

## INVESTMENT NEWS

Edited, Printed, Published & Owned by Elluswamy Chandrasekaran from 1-7-284/293, Office No. 203, 2nd floor, Jade Arcade, Paradise Circle, M.G.Road, Secunderabad-500003, Toll Free: 1800 425 2969. Tel : 27845814 / 35, website: www.ecsfinancial.co.in. Printed at Surya Graphics, # H.No: 1-1-18/151, Jawahar Nagar, Near RTC X Roads, Chikkadpally, Hyderabad.



### Bajaj Finserv Healthcare Fund

(An open ended equity scheme following pharma, healthcare and allied theme)

**Investment Objective:** The Scheme is to generate long term capital appreciation by predominantly investing in equity and equity related securities of pharma, healthcare and allied companies.

**Allocation:** Equity and Equity Related Securities of pharma, healthcare and allied companies : Min 80% to Max 100%, Equities and Equity related securities of other than pharma, healthcare and allied companies: Min 0% to Max 20%, Debt and Money Market Instruments\* and Units of Mutual Fund schemes: Min 0% to Max 20%, Units issued by REITs and InvITs : Min 0% to Max 10%.

**Fund Manager:** Mr. Nimesh Chandan, Mr. Sorbh Gupta, Mr. Siddharth Chaudhary.

**Benchmark Index:** BSE Healthcare Total Return Index (TRI).

**Plans and Options:** Regular Plan; Growth, Income Distribution cum Withdrawal (IDCW) IDCW Payout & IDCW Reinvestment. **Min. Amt:** ₹500 and any amount thereafter.

**Entry Load:** Not applicable.

**Exit Load:** If units are redeemed / switched out within 3 months from the date of allotment: 1% of applicable NAV.

**Cheque in favour:** "Bajaj Finserv Healthcare Fund"

**NFO opens on 06/12/24 & closes on 20/12/24**

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



### Be Empowered



### Random rewards create dangerous market superstitions

If pigeons can develop superstitions in the face of random events, investors can surely do so, too. In 1948, the renowned behavioural scientist B.F. Skinner conducted a fascinating experiment with pigeons that, seventy-five years later, offers some insights into investor behaviour, at least to me. Instead of rewarding the birds for specific actions, Skinner randomly gave them food. The results were remarkable: six out of eight pigeons developed elaborate 'superstitious' behaviours, convinced their peculiar actions somehow triggered the food delivery.



**First, recognise that the market, like Skinner's food delivery system, operates largely independently of our personal rituals and beliefs. Second, embrace systematic, evidence-based approach to investing. Regular SIP investments, proper asset allocation, and periodic rebalancing might not be as exciting as discovering the market's 'secret code', but they have proven far more reliable.**

Contd. in page 3

Source & Courtesy: Dharendra Kumar - ET Wealth



### SBI Quant Fund

(An open ended equity scheme following Quant based investing theme)

**Investment Objective:** The scheme is to seek to generate long term capital appreciation by investing in equity and equity related instruments selected based on quant model theme.

**Allocation:** Equity & Equity related instruments selected based on a quantitative model: Min 80% to Max 100%, Other Equity and Equity related instruments.\*: Min 0% to Max 20%, Debt Securities (including securitized debt & debt derivatives) & Money Market Instruments (including Tri Party Repo) : Min 0% to Max 20%, Units issued by REITs and InvITs\* : Min 0% to Max 10%.

**Fund Manager:** Ms. Sukanya Ghosh & Mr. Pradeep Kesavan.

**Benchmark Index:** BSE 200 TRI.

**Plans and Options:** Regular Plan; Growth, Income Distribution cum Withdrawal (IDCW) IDCW Payout & IDCW Reinvestment.

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

**Entry Load:** Not applicable.

**Exit Load:** 0.5% of the applicable NAV - If units purchased or switched in from another scheme of the Fund are redeemed or switched out on or before 6 months from the date of allotment.

**Cheque in favour:** "SBI Quant Fund"

**NFO opens on 04/12/24 & closes on 18/12/24**

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.

Toll Free: 1800 425 2969, www.ecsfinancial.co.in, Missed call / SMS / WhatsApp: 094416 93111

Secunderabad : 99489 80066	Vijayawada : 98480 27503
Basheerbagh : 98480 66255	Vizag : 98480 50477
Ameerpet : 99480 97642	Gajuwaka : 7075261133
Malkajgiri : 98488 11501	Rajamahendravaram : 98486 29443
Kukatpally : 98488 23656	Bengaluru RO : 99809 66112
Dilsukhnagar : 98480 44868	Shastri Nagar : 99800 60787
Habsiguda : 98489 91242	Malleshwaram : 83174 19139
Trimulgherry : 99128 22611	Chennai RO : 98410 11705
Yapral : 76590 08855	T- Nagar : 98410 01787
Madhapur : 70363 83065	Madipakkam : 98410 10082
Bagh Amberpet : 99480 90022	Coimbatore : 83411 30969
Suchitra : 81210 42180	Chembur (Mumbai) : 70324 15862
Warangal : 98488 23220	Head Office : 70325 33609
Telangana RO : 98480 27443	Capital Market (Buy / Sell - Shares / Bonds) : 97050 11965
	Insurance (Life / Health / General) : 70959 05511

INTRODUCING

# 8.00%

Rate of Interest on FIXED DEPOSITS

Interest rates on Deposits up to ₹5 Crore only.

Tenure	Cumulative Option* ROI (p.a.)	Non-Cumulative Option ROI (p.a.)			
		Monthly	Quarterly	Half-yearly	Annually
30 months	8.00%*	7.72%	7.77%	7.85%	8.00%

Hurry! The following reputed companies are offering very attractive rates. As it may be reduced in the months to come, use the same right now.

### Attractive Fixed Deposits

Compiled as on 09/12/2024

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+	30 36	- 7.75	8.00 7.95
Shriram Finance	AA+	18 50	8.00 8.80	8.50 9.34

### Thoughtful Inspirational Quotable Quotes

"Each year Buffett is asked what's the main difference between himself and the average investor, and he answers: 'Patience'." - N. Sleep

"The difficulty lies not so much in developing new ideas as in escaping from old ones." - John Maynard Keynes

"Technology... is a queer thing. It brings you great gifts with one hand, and it stabs you in the back with the other." - Carrie Snow

"Success is not a function of the size of your title but the richness of your contribution". "The most successful people are those who are focused on being productive, not busy." - Robin Sharma

"Negative thinking is always expensive -- dragging us down mentally, emotionally, and physically -- hence I refer to any indulgence in it as a luxury.." - Peter McWilliams

"Preservation of our environment is not a liberal or conservative challenge; it's a common sense." - Ronald Reagan



Wealth Creation & MF Capital Gain Taxes: Finding the Perfect Balance

Webinar through Zoom

SPEAKER



Mr. C.G. Vidyadhar

Lead - Training and Development, Tata Asset Management

14th December '24, Saturday 11.00AM to 12.00PM

Meeting ID: 821 6647 2276 | Passcode: 578118

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

### Importance of Portfolio Review

It's advisable to review your portfolio every six to twelve months to monitor its performance and ensure you're on track. Periodic reviews allow you to make adjustments as needed, helping you stay aligned with your investment objectives.

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

- 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 (Home / 2 & 4 Wheelers / Personal / LAS / LAM / LAP)

**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.

For assistance, Please call your nearest ECS Financial.

## 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 02/12/2024		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	***	3,760	17.48	67.37	1	1.25	1.25	18.52	11.96	15.34	10.71	10.39	1
2	ICICI Prudential Multi Asset Fund	Oct-02	****	50,648	32.94	701.9	2.02	1.92	1.92	22.68	19.73	20.61	14.02	21.2	2
3	Nippon India Multi Asset Fund	Aug-20	***	4,500	20.23	20.23	-	-	-	26.31	15.76	-	-	17.9	3
4	Tata Multi Asset Opportunities Fund	Mar-20	***	3,410	22.4	22.4	-	-	-	21.41	13.81	-	-	18.47	4
5	Aditya Birla Sun Life Multi Asset Allocation Fund	Jan-23	Unrated	3,664	13.33	13.88	-	-	-	22.02	-	-	-	20.87	5
6	SBI Multi Asset Allocation Fund	Dec-05	****	6,258	31.41	55.54	-	-	-	17.77	14.32	14.07	11.08	9.46	6
7	UTI Multi Asset Allocation Fund	Jan-24	***	4,415	28.54	71.77	0.6	0.6	1.02	26.5	17.96	15.57	9.72	13.07	7
8	Motilal Oswal Multi Asset Fund	Aug-20	*	104	-	12.95	-	-	-	5.61	6.3	-	-	6.15	8
<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 Sun Life Balanced Advantage Fund	Apr-00	***	7,427	26.49	100.83	1.26	1.29	1.35	18.65	11.44	12.77	10.48	9.84	1
2	HDFC Balanced Advantage Fund	Feb-94	****	94,866	39.85	503.74	2.76	2.94	3.12	24.23	22.21	20.17	13.57	18.46	2
3	Tata Balanced Advantage Fund	Jan-19	****	10,288	20.02	20.02	-	-	-	16.16	11.39	13.07	-	12.6	3
4	Sundaram Balanced Advantage Fund	Dec-10	****	1,533	16.25	34.51	0.71	0.75	0.99	18.13	11.08	13.9	9.32	10.37	4
5	ICICI Prudential Balanced Advantage Fund	Dec-06	****	60,545	17.73	69.66	1.11	1.58	1.60	16.53	12.54	13	11	11.43	5
6	Edelweiss Balanced Advantage Fund	Aug-09	****	12,306	22.82	49.66	0.8	0.85	0.85	19.26	11.56	15.1	10.77	11.05	6
7	Nippon India Balanced Advantage Fund	Nov-04	***	8,750	33.71	170.88	-	-	-	18.93	12.22	12.77	10.01	15.2	7
8	Kotak Balanced Advantage Fund	Aug-18	***	16,752	19.99	19.99	-	-	-	18.72	11.48	12.33	-	11.55	8
<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	***	24,068	17.1	115.31	0.75	1	1	19.75	13.66	15.97	12.21	15.53	1
2	ICICI Prudential Equity & Debt Fund	Nov-99	****	40,203	25.66	369.26	0.35	0.75	1.8	25.09	19.51	21.7	15.21	15.46	2
3	Kotak Equity Hybrid Fund	Nov-99	****	6,606	36.26	61.7	0.234	-	-	28.46	15.88	18.51	12.99	14.84	3
4	Canara Robeco Equity Hybrid Fund	Feb-93	***	10,873	101.88	352.4	0.75	9.22	7.4	22.79	12.98	16.15	12.54	12.84	4
5	Nippon India Equity Hybrid Fund	Jun-05	**	3,858	29.57	102.37	-	-	1.25	22.73	15.69	13.41	10.33	12.67	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	***	13,351	11.2	25.52	-	0.23	0.44	7.46	6.09	5.26	5.86	6.29	1
2	HDFC Arbitrage Fund	Oct-07	***	16,606	10.83	29.46	-	0.16	0.48	7.6	6.19	5.2	5.75	6.1	2
3	SBI Arbitrage Opportunities Fund	Nov-06	****	31,883	17.08	32.48	-	-	-	7.48	6.38	5.32	5.83	7.1	3
<b>Debt Medium Term Funds</b>															
1	HDFC Medium Term Debt Fund	Feb-02	***	4,016	18.12	53.71	-	-	-	8.56	5.79	6.48	7.19	7.64	1
2	ICICI Prudential All Seasons Bond Fund	May-09	****	13,133	11.13	35.21	1.3	0.75	0.35	8.7	6.6	7.32	8.09	8.83	2
3	Kotak Medium Term Fund	Mar-14	**	1,845	13.29	21.66	0.60	0.40	-	9.78	6	6.21	7.08	7.49	3
4	SBI Magnum Medium Duration Fund	Nov-03	****	6,689	18.91	48.8	-	-	-	8.47	6.12	6.96	7.92	7.81	4
5	Sundaram Medium Term Bond Fund	Dec-97	*	44	13.18	66.37	0.43	0.6	0.3	6.96	3.96	4.02	5.54	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	****	9,858	-	292.6	-	-	-	22.26	16.39	18.67	13.66	16.54	1
2	Axis Children's Gift Fund	Dec-15	*	897	25.62	25.62	-	-	-	20.95	6.97	12.5	-	11.03	2
3	Tata Young Citizens Fund	Oct-95	***	367	61.44	-	-	-	-	20.84	13.96	18.71	11.95	13.17	3
4	HDFC Retirement Savings Fund	Feb-16	****	5,970	-	49.75	-	-	-	26.21	19.88	23.79	-	20.06	4
5	ICICI Prudential Retirement Fund	Feb-19	****	1,017	30.72	30.72	-	-	-	36.66	20.91	23.9	-	21.48	5
6	SBI Retirement Benefit Fund	Feb-21	****	2,715	20.19	20.19	-	-	-	21.82	15.96	-	-	20.25	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	6,234	18.45	19.61	-	-	-	29.6	16.49	-	-	20.73	1
2	Sundaram Multi Cap Fund	Oct-00	Unrated	2,759	68.79	375.40	1.78	3.58	3.6	27.47	16.34	20.23	14.12	15.96	2
3	Nippon India Multi Cap Fund	Mar-05	Unrated	38,678	67.5	292.67	-	1.75	3.75	33.32	26.16	24.65	14.65	18.70	3
4	HDFC Multi Cap Fund	Dec-21	Unrated	16,733	17.82	18.81	-	-	-	28.49	-	-	-	23.55	4
5	ICICI Prudential Multicap Fund	Oct-94	Unrated	14,691	37.53	784.30	2.25	2.5	2.5	32.57	21.15	21.48	14.84	15.54	5
<b>Flexi cap funds</b> <span style="float: right;">Source &amp; Courtesy: Value Research, Mutual Fund Insight</span>															
1	ICICI Prudential Flexicap Fund	Jul-21	****	16,768	18.48	18.49	-	-	-	29.3	20.13	-	-	19.92	1
2	Kotak Flexicap Fund	Sep-09	***	50,582	49.12	81.35	0.88	-	-	27.77	16.28	16.87	13.87	14.75	2
3	Parag Parikh Flexi Cap Fund	May-13	****	81,919	-	80.42	-	-	-	28.81	16.74	24.91	17.78	19.81	3
4	Mirae Asset Flexi Cap Fund	Feb-23	Unrated	2,338	15.29	15.28	-	-	-	24.88	-	-	-	27.05	4
5	Sundaram Flexi Cap Fund	Sep-22	Unrated	2,123	13.70	14.45	-	-	-	22.26	-	-	-	17.86	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 02/12/2024		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	DSP Elss Tax Saver Fund	Jan-07	****	16,841	25.36	137.22	1.01	1.7	1.86	34.45	19.59	21.64	16.03	15.77	1
2	HDFC ELSS Tax Saver Fund	Mar-96	****	15,935	79.56	1,347.18	5	5.75	5.75	31.79	22.12	21.12	12.67	23.65	2
3	ICICI Prudential Elss Tax Saver Fund	Aug-99	**	14,347	25.38	899.49	2.4	2.8	2.6	24.87	14.92	18.36	12.93	19.46	3
4	Kotak ELSS Tax Saver	Nov-05	****	6,148	43.7	116.77	0.903	-	-	29.38	17.72	20.26	14.66	13.78	4
5	Mirae Asset ELSS Tax Saver Fund	Dec-15	***	24,896	27.15	47.59	1.6	1.75	1.8	27.73	15.18	20.3	-	19.07	5
6	SBI Long Term Equity Fund	Mar-93	****	27,559	87.8	433.07	-	5	5.25	38.6	24.79	24.69	14.84	17.26	6
7	Tata Elss Tax Saver Fund	Mar-96	***	4,680	103.7	44.52	-	5.15	8.1	27.84	17.05	18.34	15	18.75	7
8	Quant Tax Plan	Apr-00	****	10,980	51.44	370.48	-	-	-	25.2	18.48	30.91	21.09	15.76	8

### SIP It Up To Meet Lifetime Goals

### Selected SIP Performance Details as on 30/11/2024

Source & Courtesy: Morningstar

Sl. No.	Scheme Name	Launch Date	Total Investment ₹12,000 (1 year) Value & Return		Total Investment ₹36,000 (3 years) Value & Return		Total Investment ₹60,000 (5 Years) Value & Return		Total Investment ₹1,20,000 (10 years) Value & Return		Since Inception Value & Return	Amount Invested Since inception*	
1	Aditya Birla SL Medium Term Plan - Gr	Mar-09	12761.39	11.93	42703.86	11.39	81114.86	12.00	191232.35	9.01	371853.00	8.97	189000
2	Franklin I Feeder Franklin US Opp. - Gr	Feb-12	14014.9	32.43	51551.94	24.72	90794.35	16.57	280166.15	16.17	415902.67	16.31	153000
3	HDFC Small Cap Fund- Gr	Apr-08	13181.43	18.67	55248.14	29.84	133794.83	32.72	386945.89	22.14	1210677.69	20.28	201000
4	ICICI Prudential Midcap Fund-Gr	Oct-04	13227.78	19.42	54394.94	28.68	120654.76	28.34	328938.10	19.14	1750798.23	17.13	241000
5	ICICI Prudential Multicap Fund- Gr	Oct-94	13162.84	18.37	53312.17	27.19	114391.25	26.10	309714.55	18.02	10443165.25	17.96	361000
6	Invesco India Multicap Fund-Gr	Mar-08	13700.29	27.16	53988.73	28.12	113787.93	25.88	309121.8	17.99	1125355.37	19.52	201000
7	Kotak Equity Opportunities Fund-Gr	Sep-04	13183.73	18.71	52180.77	25.61	110279.94	24.58	316218.04	18.41	1643076.51	16.62	242000
8	Mirae Asset Large & Midcap Fund-Gr	Jul-10	12807.83	12.67	48774.18	20.71	103084.16	21.78	325888.36	18.97	905990.82	21.55	174000
9	Sundaram Multi Cap Fund-Gr	Oct-00	13017.25	16.02	50089.07	22.63	107927.68	23.68	301274.45	17.51	2830626.16	16.02	289000
10	Tata Large & Mid Cap Fund- Gr	Mar-93	12838.17	13.15	48820.02	20.78	102308.59	21.47	285319.06	16.50	9319769.06	16.65	380000

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

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



Be Empowered



### Random rewards create dangerous market superstitions

One pigeon would spin counter clockwise around its cage two or three times. Another repeatedly thrust its head into a corner of the cage. A third developed an odd tossing motion as if lifting an invisible bar with its head. Two others swung their heads from side to side in a pendulum motion. Each bird, in its way, had created a ritual it believed would bring rewards.

If this reminds you of investor behaviour during market volatility. Like Skinner's pigeons, investors often develop their own 'rituals' and superstitions about what drives market success. Watch the financial news, and you'll see endless attempts to connect market movements to everything from election results to cricket matches. Monitor any investor discussion group, and you'll find elaborate theories about technical patterns, planetary alignments, or numerical sequences that supposedly predict market movements.

The parallels are uncanny. Just as the pigeons performed their rituals regardless of whether they influenced food delivery, investors often cling to strategies without a real connection to market outcomes. A trader might convince themselves that the market always rallies on Tuesdays or that a particular technical pattern guarantees a price reversal. Another might believe that checking prices five times daily is somehow lucky.

The random reinforcement that created these behaviours in pigeons is precisely what makes the stock market such fertile ground for superstitious thinking. Sometimes, these "rituals" appear to work - just as the pigeons occasionally receive food right after performing their chosen action. When a particular analysis or trading strategy leads to a profitable trade, it reinforces the belief in that approach, even if the success was purely coincidental. This phenomenon becomes particularly dangerous during bull markets when rising prices can make almost any strategy appear successful. Investors might attribute their gains to their morning meditation routine, their lucky trading shirt, or their complex chart patterns. The reality is that they're simply benefiting from a rising tide that's lifting all boats.

The most insidious aspect of these market superstitions is how they can persist despite contrary evidence. Just as Skinner's pigeons continued their behaviours despite the random nature of the rewards, investors often double down on failed strategies, convinced that they just need to execute them more precisely or with greater conviction.

What's the antidote to this very human tendency? First, recognise that the market, like Skinner's food delivery system, operates largely independently of our personal rituals and beliefs. Second, embrace systematic, evidence-based approaches to investing. Regular SIP investments, proper asset allocation, and periodic rebalancing might not be as exciting as discovering the market's 'secret code,' but they've proven far more reliable.

Consider the recent market volatility following the state elections. Investors who attributed the subsequent rally to their particular analysis or trading strategy are like pigeons spinning in their cages - confusing correlation with causation. The market moves for countless reasons, many of which are only apparent in hindsight. The most successful investors have freed themselves from such superstitious thinking. They understand that long-term investing success comes not from ritualistic behaviours or perfectly timing market movements but from maintaining discipline through market cycles, diversifying appropriately, and letting the power of compounding work its magic.

The greatest lesson from Skinner's pigeons is recognising our susceptibility to superstitious thinking. The next time you find yourself convinced that you've discovered a foolproof market pattern or a guaranteed trading strategy, remember those pigeons, earnestly performing their rituals for random rewards. Like Skinner's food dispenser, the market operates on its own schedule - regardless of how often we spin in our cages.

Source & Courtesy: Dharendra Kumar - ET Wealth

**To open Demat cum Trading Account, Buy or Sell Stocks / ETF's / NCD's / Perpetual / Tax Free Bonds, Please visit / call your nearest**

**ECS Financial 97050 11965**

### Term vs Traditional Insurance

If you are confused by personal finance terms, jargon and calculations, here's a series to simplify and deconstruct these for you. In this series, Riju Mehta explains the difference between term and traditional insurance plans.

There are various types of life insurance plans, such as term, endowment, money-back, whole-life, unit-linked, child plans, etc. While all these cover life, each has variations that make them different from each other. However, the broader distinction is between pure protection (term) and savings or benefit (traditional) plans, depending on whether they pay only death benefit, or both death and maturity benefit.

#### What is term insurance?

This is pure protection life insurance because it only covers the risk of death. It offers a lump sum to beneficiaries on the death of the insured. If he survives the policy term, he does not get any maturity proceeds. The premium is typically low because it only goes towards building the death benefit. The common variants of term plans are level (same cover for entire term), increasing (cover increases with time), decreasing (cover reduces with age), return of premium (premiums returned if policyholder outlives term), and convertible (changes to another plan).

#### Term vs Traditional

	TERM	TRADITIONAL
Benefits	Death benefit	Death and maturity benefits
Premium	Low	High
Tenure (typically)	5-40 years	10-30 years
Tax benefit	Under Section 80C in old tax regime; death benefit tax-free	Under Section 80C in old tax regime; death benefit tax-free; maturity benefit under Section 10(10d)
Loan against policy	No	Yes
Surrender value	None (pure term)	Payable

#### What is a traditional plan?

A traditional plan also covers the risk of death and offers a lump sum to beneficiaries, but it differs from term plan in that it also offers maturity proceeds to beneficiaries, or to the insured if he survives the term. The premium is much higher as it needs to generate both death and maturity benefits. To build a bigger corpus, a part of the premium goes towards death benefit, and the remaining is invested in financial instruments. The common variants are endowment (life cover and savings) and money-back (fixed sum at specific intervals).

Source & Courtesy: Riju mehta - ET Wealth



Is your retirement vision not clear, lost in confusion and causing fear?

Don't worry at all, we are here to enable you to lead the Happy Retirement Life.

Disciplined Regular Savings will enable you to delightful Retirement Life

Contd. in page 4

### Plan now to ensure a lifelong monthly income after your retirement



- Lifelong regular income
- Joint Life feature with continued payouts for both lives\*
- Guaranteed\* fixed rate for life
- Deferred Annuity Option offers Rate Guarantee\* at inception

**HDFC Life Pension Guaranteed Plan**  
A single premium non-participating and non linked annuity plan



\* In the case of joint Life annuities the payout continues till either of the lives chosen in the policy is alive.

\* The word "Guaranteed" and "Guarantee" mean that annuity payout is fixed at the inception of the policy.

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

Insurance is the subject matter of solicitation.

Buying Health Insurance at your early age is very advantage to you. Also it helps continuous coverage & accumulation bonuses.

To know more & chooses the Right Insurance & Policy, Please call **ECS Insurance**. Mobile: 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	4,354	5,386	7,043
	18-35	6,902	9,473	12,136
	36-45	8,192	11,059	14,008
HDFC ERGO Optima Restore	18-35	10,970	13,401	15,654
	36-45	13,579	16,899	19,330
ICICI Lombard Health Advantage	18-20	6,219	7,206	8,793
	21-25	6,399	7,414	9,047
	26-30	6,582	7,627	9,307
	31-35	7,065	8,186	9,990
	36-40	8,741	10,128	12,360
	41-45	10,863	12,586	15,360
46-50	13,841	16,037	19,571	

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

Insurance is the subject matter of solicitation.

### 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 Click 2 Protect life	25	60	10,867	17,208
	35	50	17,586	29,318
	45	40	33,303	52,154
ICICI Pru iProtect Smart	25	60	13,508	20,109
	35	50	19,215	26,193
	45	40	34,104	49,018
LIC Jeevan Amar	25	40	12,371	21,329
	35	40	22,684	40,271
	45	35	41,115	72,991
SBI Life Smart Shield	25	55	13,583	22,639
	35	45	19,918	33,197
	45	35	30,586	50,977

\* 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



Salient features that make ICICI Pru iProtect Smart Return of Premium suitable for you

Life Insurance Cover for financial security of your family

Flexible policy term and premium payment options

15% lower premiums for women customers

Tax benefits may be applicable on premiums paid and benefits received as per the prevailing tax laws

Return of 100% of Total Premium Paid upon maturity

Insurance is the subject matter of solicitation.

### Govt. Guaranteed Schemes

● RBI FRS Bonds (Taxable)	8.05% p.a.
● PO 5 Year Time Deposit	7.50% p.a.
● PO 5 Year Sr. Citizen Savings Scheme	8.20% p.a.
● PO 5 Year Monthly Income Account	7.40% p.a.
● PO 5 Year NSC	7.70% p.a.
● PO Kisan Vikas Patra (115M)	7.50% p.a.



## Aditya Birla Sun Life Conglomerate Fund

(An open ended diversified equity scheme following conglomerate theme)

**Investment Objective:** The Scheme is to achieve long term capital appreciation by investing in equity and equity related securities of companies that follow conglomerate theme.

**Allocation:** Equity & Equity related instruments of companies forming part of conglomerate theme\*: Min 80% to Max 100%, Equity & Equity related instruments# of companies other than that forming part of conglomerate theme : Min 0% to Max 20%, Debt and Money Market Instruments^: Min 0% to Max 20%, Units issued by REITs & InVITs : Min 0% to Max 10%.

**Fund Manager:** Mr. Karthik Kumar & Mayank Hyanki.

**Benchmark Index:** Tier 1 Benchmark - BSE Select Business Groups Index, Tier 2 Benchmark - Nifty 200 TRI.

**Plans and Options:** Regular Plan; Growth Income Distribution cum capital withdrawal ("IDCW") Option (Payout of IDCW).

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

**Entry Load:** Not applicable.

**Exit Load:** For redemption / switch-out of units on or before 90 days from the date of allotment: 0.50% of applicable NAV.

**Cheque in favour:** "Aditya Birla Sun Life Conglomerate Fund"

**NFO opens on 05/12/24 & closes on 19/12/24**

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

## LIC Jeevan Akshay & New Jeevan Shanti Pension Plans too may reduce the rates

To select the Best Life / Health / General Insurance policies and to get best service at all times, Please call **ECS Financial** - 70322 20490 / 70959 05511

### We deal

**Life** : LIC of India, HDFC Life, ICICI Pru Life  
**Health &** Star Health, HDFC Ergo, SBI General  
**General** : ICICI Lombard General Insurance

- **HDFC Retirement Savings Equity Fund** Contd. from Page 3
- **Nippon India Retirement Wealth Creation Fund**
- **TATA Retirement Savings Progressive Fund**
- **ICICI Prudential Freedom SIP**
- **SBI Mitra SIP**
- **Sundaram Prosperity SIP**

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



## Products & services available here

SB A/C, Current A/C Opening / FD's /  
 Home Loan / 2 & 4 Wheelers Loan / Personal Loan /  
 Loan Against Shares / Loan Against Mutual Fund /  
 Loan Against Property / Credit Card



## ECS Financial

Toll Free: 1800 425 2969 /  
[www.ecsfinancial.co.in](http://www.ecsfinancial.co.in)

**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.

Serving you.



Serving Nation.

To serve you better, Please call us, we will be glad to call on you at your door step or you can visit any of your neighbourhood  
**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 Circle, M.G. Road, Sec'bad-03.	040 - 2784 4411	99489 80066
<b>BASHEERBAGH</b>	Room No: 201 & 202, Shop No: 3-6-290/12/2, II <sup>nd</sup> floor, Opp. Hotel Central park, Hyderguda, Hyderabad - 500 029.	040 - 23261396	98480 66255
<b>AMEERPET</b>	H.NO.7-1-471-472, Gurukrupa Complex, Opp. Gurudwara, Ameerpet, Hyderabad-500016.	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, Hyderabad - 500007.	040 - 27153748	98489 91242
<b>TIRUMALGIRI</b>	Plot No: 18, Ravi Co-Operative Housing Society Ltd, Secunderabad Cantonment, Tirumalgiri, Hyderabad - 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
-----------------	--	----------------	-------------

### Andhra Pradesh Region

<b>VISHAKAPATNAM</b>	47-9-17, 1 <sup>st</sup> Floor, Illrd Lane, Dwarakanagar, Vizag - 530016.	0891 - 2591171	98480 50477
<b>GAJUWAKA</b>	Door No. 9-7-263, 2 <sup>nd</sup> Floor, Gajuwaka Main Road, Opp: Mini Mohini Theater, Gajuwaka - 26	(w.e.f. 20/11/24)	7075261133
<b>VIJAYAWADA</b>	Shop No: 1, D. No: 29-27-37, K.M.R. Complex, 2 <sup>nd</sup> Floor, Opp. Triveni Collage, Dasari Vari Street, Suryarao Peta, Vijayawada - 520002.	0866 - 4065917	98480 27503
<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, 9 <sup>th</sup> 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, 9 <sup>th</sup> cross, 8 <sup>th</sup> Main, Near, Balambika Temple, Shastri Nagar, Bengaluru - 28	080 - 41330602	99800 60787
<b>MALLESHWARAM</b>	Shop: 201, Ramachandraiah Building, 2 <sup>nd</sup> main, 5 <sup>th</sup> 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, 2 <sup>nd</sup> floor, Vaishnavy Complex, Maruthamalai Main Road, Vadavalli, Coimbatore - 641041	0422 - 4713490	83411 30969

### Maharashtra Region

<b>CHEMBUR EAST</b>	Office No: 16, 2 <sup>nd</sup> Floor, Rajshri Building, N.G. Acharya Marag, Near Royal Orchid Hotel, Chembur East, Mumbai - 400071	(w.e.f. 29/11/24)	022 - 3102 4331
			70324 15862

Point Of Service (POS)

Our Toll Free Helpline : 1800 425 2969

Follow us:

Missed call / WhatsApp / SMS : 094416 93111



**ECS Financial** - Office Hours: Monday to Friday- 9.30 am to 6.00 pm.  
 All Saturdays - 9.30 am to 1.00 pm & all Sundays - Holiday.

"The next time you want to withhold your help, or your love, or your support for another for whatever the reason, ask yourself a simple question: do the reasons you want to withhold it reflect more on them or on you? And which reasons do you want defining you forevermore?" - Dan Pearce

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

LIQUID FUNDS RETURNS AS ON 02/12/2024	15D	30D	3M	6M	1Y
Aditya Birla Sun Life Low Duration Fund (G)	0.18	0.57	1.77	3.56	7.19
DSP Ultra Short Fund (G)	0.12	0.56	1.69	3.42	6.93
HDFC Low Duration Fund (G)	0.16	0.56	1.78	3.72	7.45
ICICI Prudential Savings Fund (G)	0.10	0.62	1.92	3.98	8.01

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/527/2022-2024

Registered News Paper

To

From: ECS FINANCIAL JOURNAL, 1-7-284/293, Office No. 203, 2<sup>nd</sup> floor, Jade arcade, M.G.Road, Secunderabad - 500 003.