



## PPFAS Mutual Fund's Long Term Value Fund completes three years

Mumbai, May 30, 2016: [PPFAS Mutual Fund's](#) flagship scheme [PPFAS Long Term Value Fund \(PLTVF\)](#) has completed three years of consistent performance. The fund launched in May 2013 as an open-ended scheme, had received Rs. 63.87 crores from 768 investors during its NFO. The fund now has an AUM of Rs. 663.89 crores as on 29/04/2016 out of which 12.85 percent is invested by the promoter group, management and employees of the fund house.

[Factsheet: April 2016](#)

### Lumpsum Investment Performance

Date	Scheme	Benchmark	Index	Index	Value of Investment of ₹ 10,000/-			
	PPFAS LTVF	Nifty 500	Nifty 50	S&P BSE Sensex	PPFAS LTVF	Nifty 500	Nifty 50	S&P BSE Sensex
Since Inception (May 27th, 2013)	19.66%	11.78%	9.10%	8.76%	16,907.10	13,851.97	12,904.17	12,783.64
Mar 31, 2015 to Mar 31, 2016	3.08%	-7.54%	-8.86%	-9.36%	10,307.80	9,246.22	9,113.65	9,064.43

**Note:** Data presented here is upto the last calendar quarter

-past performance may or may not be sustained in future

PPFAS Long Term Value Fund is a diversified equity scheme with ability to invest in stocks of large and small size companies across sectors, both, in India and abroad. Besides this, it can also participate in special situations or arbitrage opportunities as and when they arise. It is positioned as an all-encompassing equity scheme

**Mr. Neil Parag Parikh, Chairman and CEO, PPFAS Mutual Fund said,** "It is a proud moment for all of us at PPFAS Mutual Fund. Our performance over the last three years is a result of the collective efforts of the entire team working toward the benefit of the unit-holders. We are in this position, all thanks to our founder, **Mr. Parag Parikh**. The values, philosophy and the common-sense approach to investing professed by him are deeply entrenched in the firm's DNA".

"For us, money management is a profession and not a business, where clients' interests always come before anything else. Our actions over the last three years speak for themselves. We have our **skin in the game**, held AGMs for our unit-holders whereby we put up ourselves for scrutiny to any questions the investors have, and been extremely transparent when it comes to disclosures and communication. These best practices ultimately benefit the end investors and we will always continue having them". **Mr. Parikh further added.**

**Speaking about the investment process, Mr. Rajeev Thakkar, Chief Investment Officer, PPFAS Mutual Fund said,** "We stick to our investing approach of buying quality companies at reasonable to attractive valuations and given the scheme structure, we are not constrained by geography, sector or market capitalisation of the investee company. Our strategy of geographical diversification while at the same time minimising currency risk can help in riding out cycles in different markets. "

PPFAS Mutual Fund is committed to build the business to the next level while serving an increased number of customers as well as distributors. PPFAS Mutual Fund has a dedicated team of 'Relationship Managers', whose main objective is to establish a long-term relationship with investors and distributors.

## About PPFAS Mutual Fund:

PPFAS Asset Management Private Limited (PPFAS AMC) has been promoted by Parag Parikh Financial Advisory Services Pvt. Ltd. (PPFAS Ltd.), a boutique investment advisory firm incorporated in 1992. The Sponsor was amongst India's earliest SEBI Registered Portfolio Management Service (PMS) providers, having secured a license in 1996.

The company is led by Mr. Neil Parag Parikh, the Chairman and CEO, since May 2015. Prior to that, it was led by the Founder, (Late) Mr. Parag S. Parikh.

Investment objective of the scheme: The investment objective of the Scheme is to seek to generate long-term capital growth from an actively managed portfolio primarily of Equity and Equity Related Securities. Scheme shall invest in Indian equities, foreign equities and related instruments and debt securities. Load Structure: PLTVF Entry: Nil, Exit: Redemption: 2.00 % if the investment is redeemed on or before 365 days from the date of allotment of units 1.00 % if the investment is redeemed after 365 days but on or before 730 days from the date of allotment of units. No Exit Load will be charged if investment is redeemed after 730 days from the date of allotment of units.

Risk Factors: All investments in mutual funds and securities are subject to market risks and the NAV of the scheme may go up or down depending upon the factors and forces affecting the securities market including the fluctuations in the interest rates. There can be no assurance that a schemes investment objectives will be achieved. The past performance of the mutual funds managed by PPFAS Mutual Fund is not necessarily indicative of future performance of the schemes. The above are only the name of the scheme and do not in any manner indicate the quality of the schemes, their future prospects or returns.

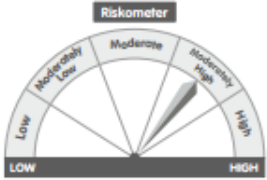
Disclaimer: In the preparation of the material contained in this document, the Asset Management Company (AMC) has used information that is publicly available, including information developed in-house. Information gathered and material used in this document is believed to be from reliable sources. We have included statements / opinions / recommendations in this document, which contain words, or phrases such as "will", "expect", "should", "believe" and similar expressions or variations of such expressions that are "forward looking statements". Actual results may differ materially from those suggested by the forward looking statements due to risk or uncertainties associated with our expectations with respect to, but not limited to, exposure to market risks, general economic and political conditions in India and other countries globally, which have an impact on our services and / or investments, the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc. The AMC, the Mutual Fund, the trust and any of its officers, directors, personnel and employees, shall not liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, consequential, as also any loss of profit in any way arising from the use of this material in any manner. The recipient alone shall be fully responsible/are liable for any decision taken on this material.

This product is suitable for investors who are seeking long term capital growth.

**Investment objective of the scheme**

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Investors should consult their financial advisers if in doubt about whether this scheme is suitable for them.



Investors understand that their principal will be at moderately high risk.

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

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