

**THIS SCHEME
IS SUITABLE FOR
INVESTORS WHO CAN
REMAIN INVESTED
FOR AT LEAST
5 YEARS.**

Parag Parikh Long Term Value Fund

(An Open Ended Equity Scheme)

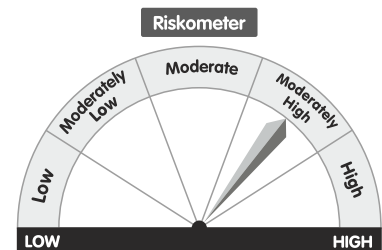
The flagship equity scheme from PPFAS Mutual Fund.
Sponsored by **Parag Parikh Financial Advisory Services Pvt. Ltd.**

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

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.

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.



Background of the Sponsor :

PPFAS Mutual Fund has been sponsored by Parag Parikh Financial Advisory Services Private Limited, originally set up as a proprietary concern in 1979 and converted into a corporate entity in 1992.

The Sponsor was amongst the first to commence PMS operations in 1996.

The Founder, Late Mr. Parag Parikh, was a firm believer in long-term investing. He also abided by the '**Law Of The Farm**', which emphasises that you cannot sow something today and reap tomorrow. Just like every seed has to pass through several phases before maturing, success in investing is as much contingent on patience, as it is on diligence.



Neil Parag Parikh

Today, the entire Fund's team, led by his son, Neil Parag Parikh, the CEO, continue the tradition by embodying the same values.

Only the vehicle changes... not the philosophy.

We stopped accepting new clients in our PMS in early 2013, just prior to securing our Mutual Fund license, so that we could devote undivided attention to the upcoming Fund.

However, only the investment vehicle has changed. The people at the helm and the avowed belief in value investing remain intact.

Our investment approach:

- Purchasing a stake in businesses and not merely purchasing stocks
- Avoid overpaying...Purchase with a 'Margin of Safety'
- Purchasing cash generating, low debt businesses
- Allying with minority-shareholder friendly managements
- Staying away from periodic fads and fancies, whether they be businesses, sectors or themes.

Please refer to the Scheme Information Document (SID) and the Statement of Additional Information (SAI) on our website, for more details.

Our scheme is ideal for patient investors who :

- Understand that equity investments are ideal investments only for the long-term
- Prefer simple investment solutions rather than complex ones
- Welcome, rather than fear, stock market volatility

Parag Parikh Long Term Value Fund can....

- Invest in Large-cap stocks
- Invest in Mid-cap and small-cap stocks
- Invest in stocks listed on overseas exchanges
- Avail of arbitrage opportunities
- Participate in buy-backs and other special situations

In other words, it is a 'truly' diversified equity scheme.

Please refer to the Scheme Information Document (SID) and the Statement of Additional Information (SAI) on our website, for more details.

Scheme Facts

Minimum Investment	Rs. 1,000/- for lump sum as well as monthly SIP. Rs. 3,000/- for Quarterly SIP.
Minimum SIP period	Monthly : 6 months; Quarterly : 4 quarters
Declaration of NAV	The Net Asset Value is declared at the end of each "Business Day".
Exit Load	2% for withdrawals within 365 days from the date of investment; 1% from 366 to 730 days; NIL : beyond 730 days.
Capital Gains Tax Treatment	Similar to any Indian equity diversified scheme.
Assets Under Management & Detailed Portfolio	AUM and detailed factsheets are available on our website www.amc.ppfas.com under the 'Scheme' section.

Asset Allocation: The corpus of the Scheme is invested primarily in equity and equity related instruments. The Scheme may invest a part of its corpus in debt and money market instruments, in order to manage its liquidity requirements from time to time, and under certain circumstances, to protect the interests of the Unit holders. Scheme may invest in permitted foreign securities. Under normal circumstances, the asset allocation (% of Net Assets) of the Scheme's portfolio will be as follows.

Type of Instruments	Minimum allocations (% of net assets)	Maximum allocations (% of net assets)	Risk Profile
Equity and equity related instruments	65	100	Medium to high risk
Debt Securities, Money Market Securities	0	35	Low to medium risk
Foreign Equity and equity related instruments	0	35	Medium to high risk

Please refer to the Scheme Information Document (SID) and the Statement of Additional Information (SAI) on our website, for more details.

Skin in the Game!

Nearly 13% of the scheme's corpus comprises investments made by the Sponsor, Asset Management Company and the employees. The full details of such holdings are mentioned on amc.ppfas.com. **Hence, we are on the same side as our unitholders. We win if our unitholders win.**

Fund Managers



Rajeev Thakkar
Equity Fund Manager
B. Com. (Bombay University)
Chartered Accountant
CFA Charter Holder
Grad ICWA



Raunak Onkar
Dedicated Fund Manager
for overseas investments
Bsc. IT (Bombay University)
MMS- Finance (Bombay University)



Raj Mehta
Debt Fund Manager
M.Com (Bombay University)
Chartered Accountant
CFA Charter Holder

For more details visit our website amc.ppfas.com and download the Communication Kit, contained on our Home Page.



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Name of Mutual Fund	PPFAS Mutual Fund	Name of Asset Management Company	PPFAS Asset Management Private Limited
Name of Sponsor of PPFAS Mutual Fund	Parag Parikh Financial Advisory Services Pvt. Ltd.	Name of Trustee Company	PPFAS Trustee Company Private Limited



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

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. Some of the material used in the document may have been obtained from members/persons other than the AMC and/or its affiliates and which may have been made available to the AMC and/or to its affiliates. Information gathered and material used in this document is believed to be from reliable sources. The AMC however does not warrant the accuracy, reasonableness and / or completeness of any information. 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 (including its affiliates), 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.