

Scheme Flyers



Parag Parikh
Arbitrage Fund



Parag Parikh Conservative
Hybrid Fund

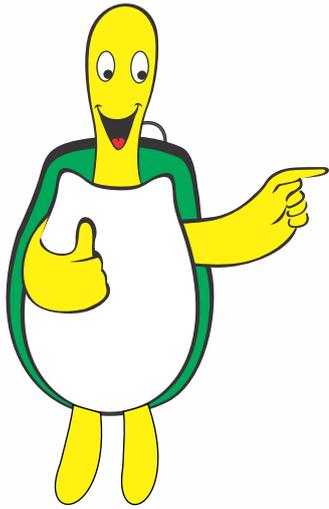


Parag Parikh ELSS Tax Saver Fund

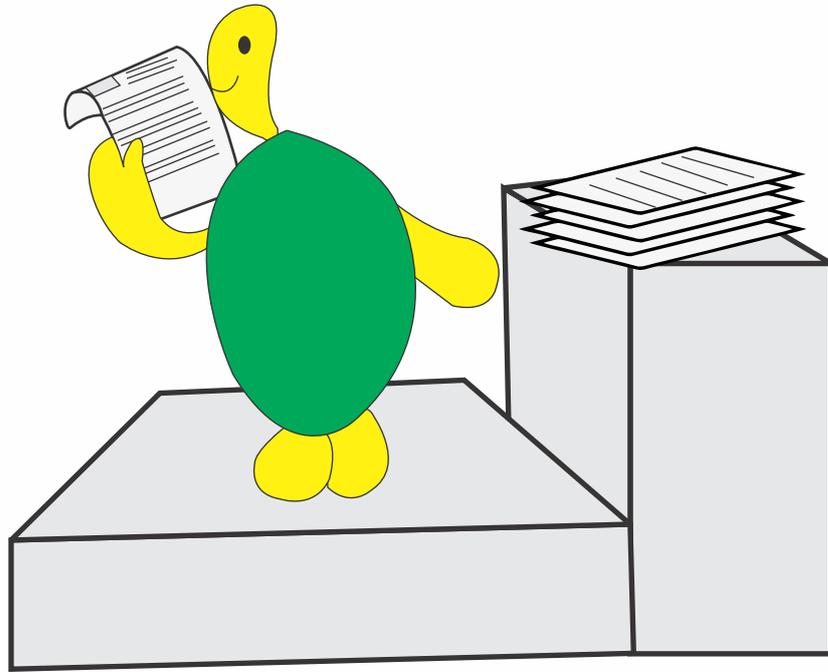


Parag Parikh Liquid Fund

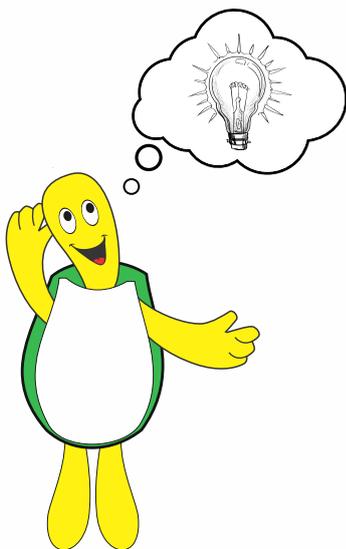
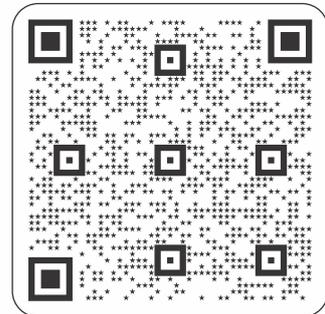
PPFAS Mutual Fund



Proceedings of our previous
Unitholders' Meets



Notes from our CIO,
Mr. Rajeev Thakkar



Knowledge
Centre



Parag Parikh ELSS Tax Saver Fund

An India-centric Scheme
suitable for long-term
capital appreciation

An open ended equity linked saving scheme
with a statutory lock in of 3 years and tax benefit

ARN

Heritage

The Scheme is the third Offering from PPFAS Mutual Fund. The Fund, launched its first ever scheme in 2013, prior to launch Parag Parikh ELSS Tax Saver Fund in the year 2019 and is recognised for its focus on equity investing, low portfolio turnover and relatively conservative approach to money management. The Fund has been sponsored by Parag Parikh Financial Advisory Services Limited, a Company, which is a SEBI Registered Portfolio Manager since 1996.

PPFAS Mutual Fund's investment approach: We are guided by the timeless principles of Value Investing

We view equity investing as purchasing stakes in businesses, rather than merely investing in pieces of paper.

However much we like a Company, we avoid overpaying.

We prefer purchasing cash generating, low debt businesses

We like to partner with Managements who take care of the interests of minority-shareholders.

We stay away from periodic fads and fancies in the stockmarket, whether they be businesses, sectors or themes

We do not shy away from parking money in cash / cash equivalents in case we believe that valuations are stretched.

We employ the same investment approach in Parag Parikh ELSS Tax Saver Fund.

An India-centric Scheme

↳ At least **80%** of the Parag Parikh ELSS Tax Saver Fund's corpus will be invested in Indian equities.

It has the freedom to:

↳ Invest in stocks of small, medium and large-sized Companies based in India.

↳ Invest in any sector or industry within India which appears to be attractively valued

↳ Participate in buy-backs and other special situations within India.



Scheme Details

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About the Scheme...

It is an open-ended Equity Linked Savings Scheme (ELSS) with a statutory lock-in of 3 years and tax benefit from the date of investment for every investment instalment.

Indian investors who invest in this Scheme are eligible for Income Tax deduction u/s 80C upto a sum of Rs. 1.50 lakhs[^]. However, this is not a ceiling. Amounts beyond that can also be invested in the Scheme.

While the income tax relief is certainly beneficial to many, the Scheme's other attributes mean that it could also be attractive to those who have exhausted this limit.

Also, we have always maintained that equity investments are best suited for investors who can remain invested for at least five years. The three year lock-in in Parag Parikh ELSS Tax Saver Fund is much lower than this, and therefore should not deter you.

It enjoys the same Capital Gains Tax benefits as available to other equity oriented schemes (viz. Gains will be taxed at a flat rate of 10%*)

*As per Income Tax Rules prevailing for the Financial Year 2023-24

[^]Please consult your financial advisor for any tax related information applicable to your investments

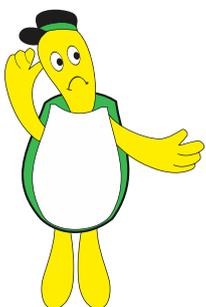


Understand that equity investments are ideal investments only for the long-term

Prefer simple investment solutions rather than complex ones

Welcome, rather than fear, stock market volatility

Our scheme is ideal for patient investors who

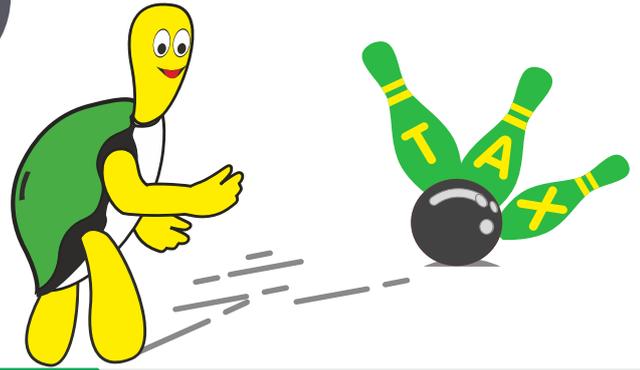
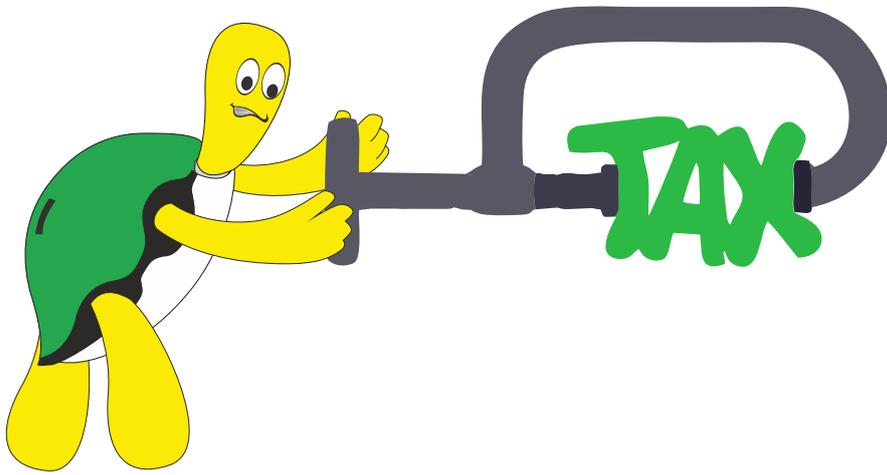


Parag Parikh ELSS Tax Saver Fund will not suit you:

If you require to redeem within three years period from date of the investment.

If you are not comfortable with volatility in the Net Asset Value

If you depend on periodic income in the form of mutual fund dividends



Ways to invest

Paper-Based Mode

Fill up the Application Form and submit it either to us or the nearest CAMS Service Centre.



[Download Forms](#)

Online Mode

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Scheme Facts:

Minimum Investment:

Rs. 500/- and multiples of Rs. 500/- thereafter

Systematic Investment Plan (SIP):

Frequency	Min. Investment (Rs.)#	Min. No. of Instalments
Monthly	1,000	6
Quarterly	3,000	4

In multiples of Rs. 500/- thereafter

SIP Top-Up Facility available

SIP / STP-In / Switch-In option available immediately
STP-Out / Switch-Out available after the 3 year lock-in period

Declaration of NAV:

The Net Asset Value is declared at the end of each "Business Day".

Entry Load:
NIL

Exit Load: (After the 3 year lock-in period)
NIL

Capital Gains Tax Treatment

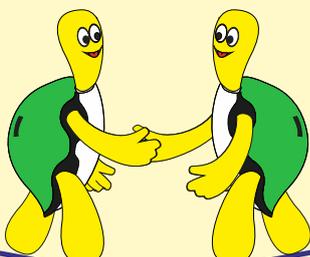
Similar to any other equity oriented scheme

For SID & other scheme related information, log on to amc.ppfas.com/pptf

Note: Investors are requested to refer to the addendum issued for introduction and modification in features of SIP and STP frequencies effect from September 9, 2021 and Corrigendum dated October 08, 2021. Please visit: <https://www.amc.ppfas.com/> ----> Statutory Disclosures ----> Notices and Addenda

PPFAS PARTNERS® Web App

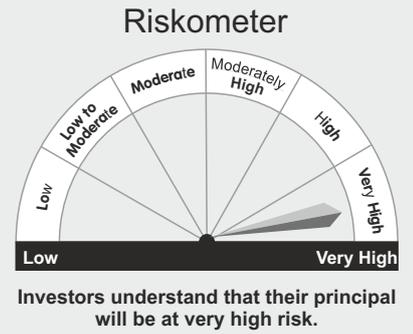
<https://partners.ppfas.com/>



This product is suitable for investors who are seeking*

- Long term capital appreciation
- Investment predominantly in equity and equity related securities.

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



Note: Please Scan the Q.R. Code for latest Riskometer updates



PPFAS Asset Management Private Limited

Registered Office: 81/82, 8th Floor,

Sakhar Bhavan, Ramnath Goenka Marg,

230, Nariman Point, Mumbai - 400 021. Maharashtra.



Factsheet

Distributor Helpline: ☎ 1800-266-8909 ☎ 91 22 6140 6538 ✉ partners@ppfas.com

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

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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.

Parag Parikh Flexi Cap Fund

An open ended dynamic equity scheme investing across large cap, mid cap, small cap stocks.

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

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

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Pioneer in international investing

Parag Parikh Flexi Cap Fund can....

- Invest in large-cap, mid-cap and small-cap stocks
- Invest across various industries / sectors
- **Invest in domestic as well as foreign stocks #**
- 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

PPFCF

Our investment approach



Factsheet

Wider Choice

Reduced Country Risk

Low Portfolio Churning

- 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.

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5 reasons why we chose to invest abroad:

1. Reducing country risk: All stockmarkets do not usually move in the same direction. Hence, investing across countries helps to reduce the risk of being concentrated only in the 'home' market.
2. Winners keep rotating: Similarly, individual winners also keep rotating and opportunities may arise across geographies.
3. Reduced volatility: Just as holding a basket of stocks reduces idiosyncratic risk, investing across countries helps reduce portfolio volatility.
4. Wider choice... given that there are many innovative companies worldwide, making certain products/services for which there are no Indian substitutes, or whose Indian subsidiaries are not listed.
5. Lower valuations: Sometimes, the Indian subsidiary of a multinational company may be very highly valued, and hence not investment-worthy. However, its parent company may be available at much more reasonable valuation.

How we choose foreign stocks?

First of all, we prefer countries where stock markets are well developed and liquid, good governance is in place and financial statements are prepared in English.

Within these countries, we seek companies which are large, have operations in multiple countries and are reasonably valued.

What about the foreign currency risk?

We prefer to concentrate on stock-picking rather than forecast currency movements. However, we reduce the risk of our investors losing due to sharp currency appreciation of the Indian rupee. Current hedge - Approximately 73.19% of exposure as at September 29, 2023. (Check the latest factsheet for updated numbers).

As the Forward rate of the Indian Rupee is usually at a premium to the Spot Rate, our investors can earn an additional yield, irrespective of how the underlying stocks perform.

Please note: This yield may or may not sustain in the future, as it depends on factors like interest rate & inflation differentials between two currencies, which cannot be predicted with much accuracy.

Is this portfolio tax-friendly?

Yes. As, at least 65% of the portfolio will be invested in Indian companies, our investors will pay a lower rate of tax, as shown in the table alongside.

Please consult your tax advisor for more details about your tax liability.

Particulars	% holding of Indian Equities	
	65% and above	Less than 65%
LTCG Tax	10% without indexation	20% after indexation
Qualifying period	One year	Three years

#Fresh Investment in foreign securities were temporarily suspended from February 2, 2022. Further, SEBI vide its letter SEBI/HO/OW/IMD-II/DOF3/P/25095/2022 dated June 17, 2022 has permitted the AMCs to resume subscription and make investments in overseas funds / securities upto the headroom available without breaching the overseas investment limit as of February 01, 2022.

Skin in the Game!

Our Sponsor, the Asset Management Company and employees have all invested in Parag Parikh Flexi Cap Fund, since inception in May 2013. Hence, we are on the same side as our unitholders. We win if our unitholders win.



Scan here to know the latest holdings.

Ways to invest

Paper-Based Mode

Fill up the Application Form and submit it either to us or the nearest CAMS Service Centre.



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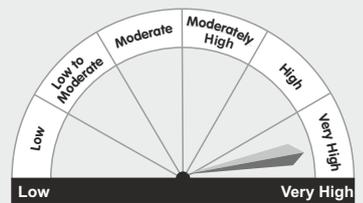


This Product is suitable for investors who are seeking*

- 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 the product is suitable for them.

Riskometer



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

Note: Please Scan the Q.R. Code for latest Riskometer updates



PPFAS Asset Management Private Limited

Registered Office: 81/82, 8th Floor, Sakhar Bhavan, Ramnath Goenka Marg, 230, Nariman Point, Mumbai - 400 021. Maharashtra.

Tel: 91 22 6140 6555 | **Fax:** 91 22 6140 6590

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 Ltd.	Name of Trustee Company	PPFAS Trustee Company Private Limited

Website: www.amc.ppfas.com

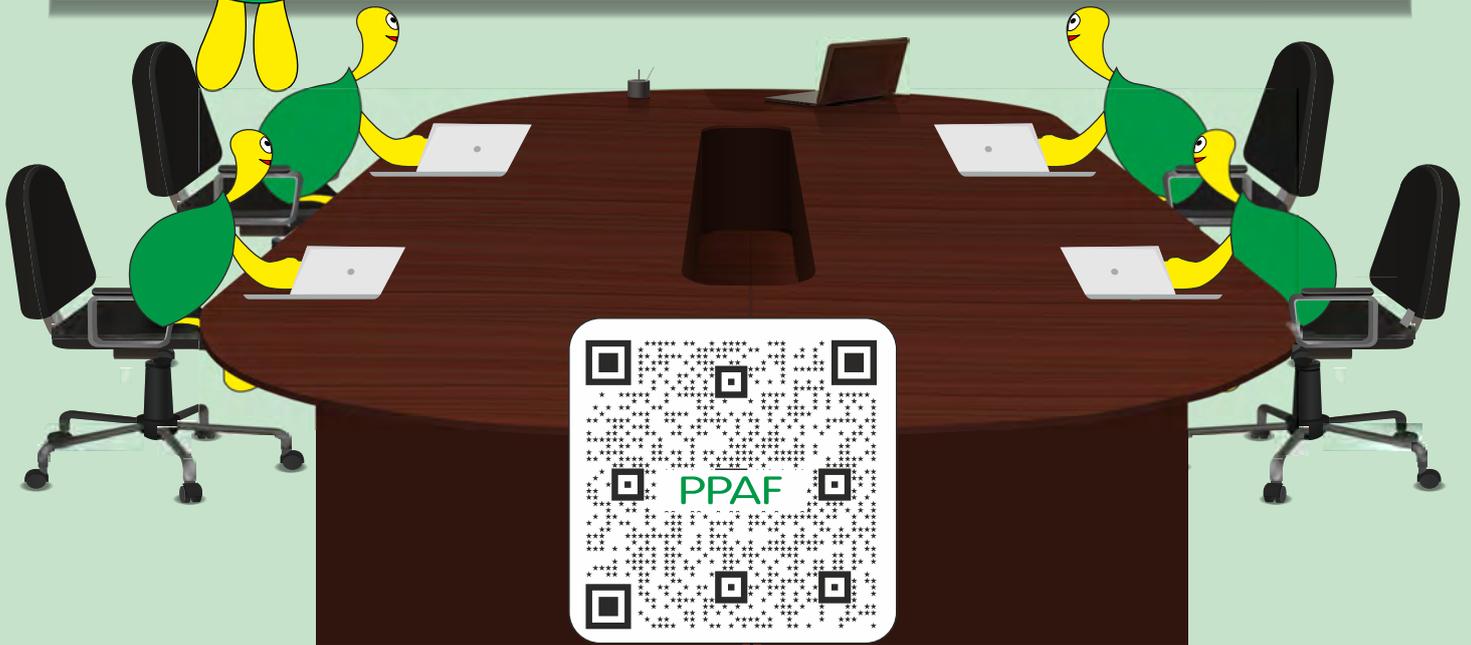
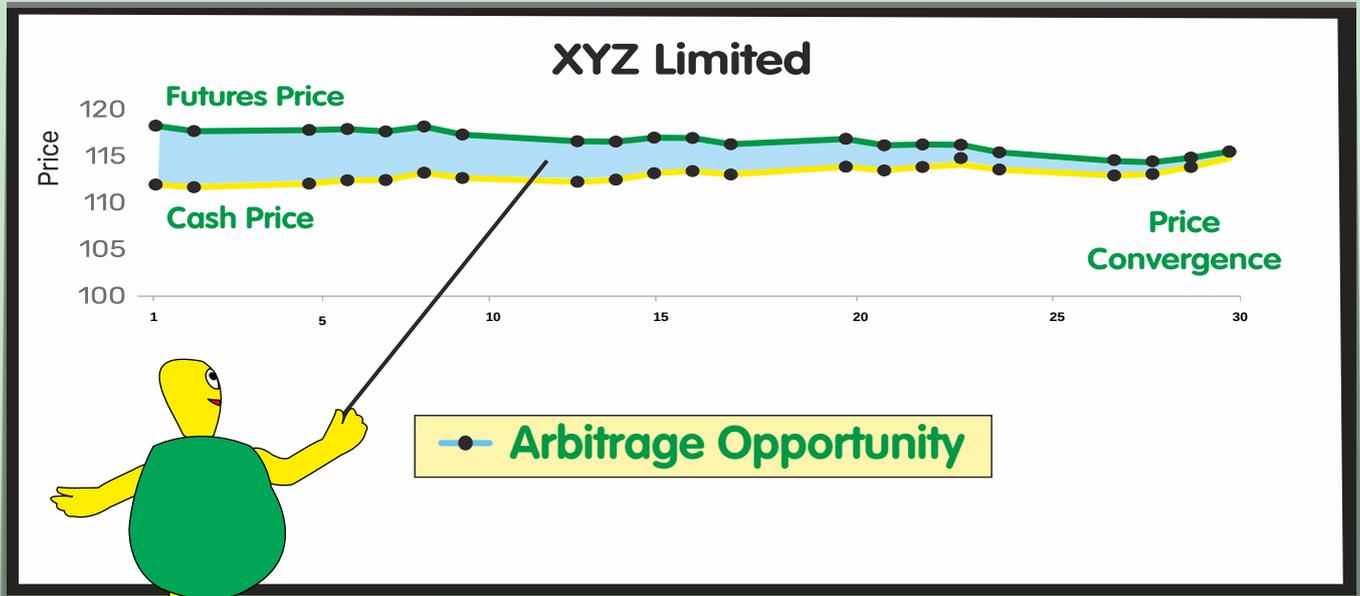
Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

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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.

Parag Parikh Arbitrage Fund

An open ended scheme investing in arbitrage opportunities



This product is suitable for investors who are seeking*

- To generate income by investing in arbitrage opportunities
- Predominantly investing in arbitrage opportunities in the cash and derivatives segment of the equity market.

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



Note: Please Scan the Q.R. Code for latest Riskometer updates



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Scheme Facts

Entry Load: Not Applicable.

Exit Load:

- In respect of each purchase / switch-in of units, an Exit Load of **0.25%** is payable if Units are redeemed/switched-out **within 30 days** from the date of allotment.
- **No Exit Load** is payable if Units are redeemed / switched-out **after 30 days** from the date of allotment.

Inter scheme switch: At the applicable load in respective scheme

Capital Gains Tax treatment

As per current provisions, capital gains earned in **PPAF** will be taxed at par with 'equity-oriented' mutual funds.

Subscription Amounts

Initial purchase - Rs 1,000 and in multiples of Re 1 thereafter

Additional purchase - Rs 1,000 and in multiples of Re 1 thereafter

Monthly SIP: Rs. 1,000 and in multiples of Re. 1 thereafter.

Quarterly SIP: Rs. 3,000 and in multiples of Re. 1 thereafter.

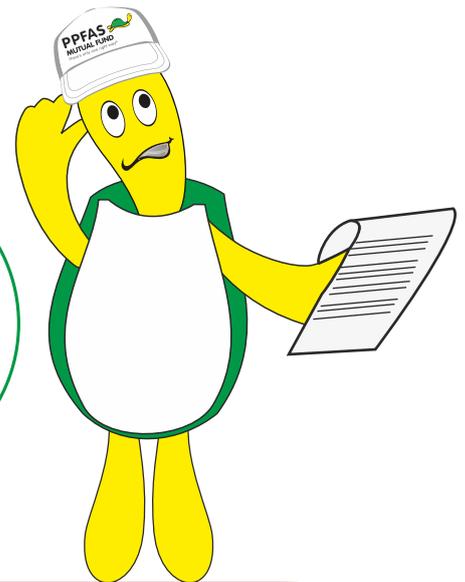
Redemption - Rs. 1,000 or 1 unit or account balance whichever is lower

It may suit you:

In case you are largely risk-averse and are seeking relatively 'low risk' returns, unaffected by market cycles.

Not seeking a fixed amount of income every month

In an income tax bracket which benefits from the relatively 'tax-advantaged' status which Arbitrage Funds enjoy compared to 'non equity-oriented Funds'.



Is this Scheme 'right' for you?

It may not suit you:

In case you are seeking returns equivalent to those offered by 'equity oriented Funds'. Over longer time periods, these may be higher than those offered by Arbitrage Funds... but are also more volatile.

Seeking to earn a fixed amount of income every month

In an income tax bracket which may not benefit from the relatively 'tax-advantaged' status which Arbitrage Funds enjoy compared to 'non equity oriented Funds'.

Asset Allocation:

Type of Instruments

Equities & Equity derivatives (Equity Hedged exposure)

Debt securities & Money Market instruments including margin money deployed in derivatives transactions

Normal Allocation (% of Net Assets)

65 - 100

0 - 35

Risk Profile

Low to Medium

Low to Medium

Note: Please refer to the [Scheme Information Document \(SID\)](#) of the scheme for detailed asset allocation.

Ways to invest



Paper-Based Mode

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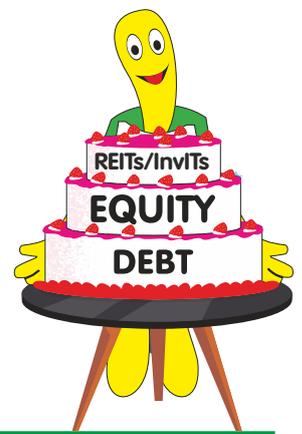
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THIS SCHEME IS SUITABLE FOR INVESTORS WHO CAN REMAIN INVESTED FOR AT LEAST 3 YEARS.

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Parag Parikh Conservative Hybrid Fund

An open-ended hybrid scheme investing predominantly in debt instruments

Debt and money market instruments

Regular Income

Equities and equity related instruments

Capital Appreciation

REITs/InvTs

Scope for regular income and capital appreciation

There is no assurance that the investment objective of the Scheme will be realized and the scheme does not assure or guarantee any returns.

Asset allocation:

Type of Instruments	Normal Allocation (% of Net Assets)	Risk Profile
Debt securities (including securitized debt) & Money Market instruments	75 - 90	Low to Medium
Equities & Equity related instruments	10 - 25	Medium to High
Units issued by REITs and InvTs	0 - 10	Medium to High

Note: Please refer to the [Scheme Information Document \(SID\)](#) of the scheme for detailed asset allocation.

Key Features of our Investment Strategy

Fixed Income Investments

- ▶ A relatively wide mandate permits us to include both, 'accrual' and 'duration' related instruments in our portfolio. These include Sovereign, State Government, PSU and corporate securities across all maturities.

Equity Investments

- ▶ Preference for stocks with strong cash flows (higher dividend payout/buybacks)
- ▶ Focus on choosing stocks possessing a 'margin-of-safety'
- ▶ Avail of 'special situations' whenever they arise.

REITs & InvTs

- ▶ Strive to fight inflation via annual rental increments.
- ▶ Possibility of growth in investment value due to increase in Net Asset Value (NAV)
- ▶ Relatively low correlation to equities and debt instruments



Scheme Details

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Plans Direct and Regular

Options Growth
Income Distribution cum Capital Withdrawal Option (IDCW) :
Monthly Reinvestment of Income Distribution cum capital withdrawal option
Monthly Payout of Income Distribution cum capital withdrawal option

Systematic Investment Plan (SIP) Monthly (Min 6 instalments any date within month) and Quarterly (Min 4 instalments any date within quarter)* Options
Minimum SIP Amount : Monthly - Rs. 1000 | Quarterly : Rs. 3000

Note: Investors are requested to refer to the addendum issued for introduction and modification in features of SIP and STP frequencies effect from September 9, 2021 and Corrigendum dated October 08, 2021. Please visit: <https://www.amc.ppfas.com/> ----> Statutory Disclosures ---> Notices and Addenda

We recommend it to those:

- ▶ Desiring diversified asset allocation within one Scheme
- ▶ Preferring to outsource the task of managing the complexities involved in debt investing.
- ▶ Who are not attempting to try to profit from every movement in interest rates through active trading in debt securities.

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

For SID and other scheme related information, visit [amc.ppfas.com/ppchf](https://www.amc.ppfas.com/ppchf)

Ways to invest



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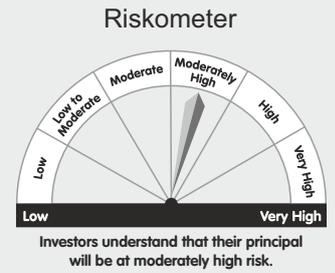
<https://partners.ppfas.com/>



This product is suitable for investors who are seeking*

- To generate regular income through investments predominantly in debt and money market instruments.
- Long term capital appreciation from the portion of equity investments under the scheme.

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



Note: Please Scan the Q.R. Code for latest Riskometer updates



PPFAS Asset Management Private Limited

Registered Office: 81/82, 8th Floor, Sakhar Bhavan,
Ramnath Goenka Marg, 230, Nariman Point,
Mumbai - 400 021. Maharashtra.



Factsheet

Name of the Sponsor Company: Parag Parikh Financial Advisory Services Ltd.

Name of Trustee Company: PPFAS Trustee Company Pvt. Ltd.

Distributor Helpline:  **1800 266 8909**

 **91 22 61406538**

 **partners@ppfas.com**

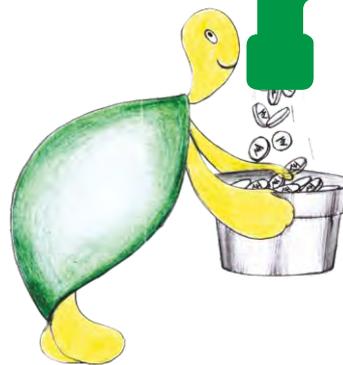
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The AMC (including its affiliates), the Mutual Fund, the trust and any of its officers, directors, personnel and employees, shall not be liable for any loss, damage of any nature, including but not limited to direct, indirect, punitive, special, exemplary, 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.

Parag Parikh Liquid Fund

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Parag Parikh Liquid Fund (PPLF) is **An Open ended Liquid scheme. A Relatively Low Interest Rate Risk and Relatively low Credit Risk** whose primary investment objective is to deliver reasonable market-related returns with lower risk and high liquidity through judicious investments in money market and debt instruments.

However, there is no assurance that the investment objective of the scheme will be realized and the scheme does not assure or guarantee any returns.

The Scheme Information Document (SID) and Key Information Document (KIM) can be obtained from the 'Downloads' section of the website of PPFAS Mutual Fund (amc.ppfas.com).

The key advantages of PPLF are:

- It is a credible alternative to bank fixed deposits, enabling you to invest money for short periods.
- No lock-in period. No exit load after six days.
- You could use the proceeds from PPLF to systematically undertake transfers or Switches into other scheme/s offered by PPFAS Mutual Fund.

PPLF is a suitable option for investors who are seeking a low risk savings solution for short periods (usually, less than a year).

Asset allocation:

Sr. No	Type Of Instrument	Normal Allocation (% of Net Assets)	Risk Profile
1.	Money Market instruments (including cash, Repo., CPs, CDs, Treasury Bills, TREPs and Government Securities with maturity/residual maturity up to 91 days)	80-100	Low
2.	Debt instruments (including Floating Rate debt instruments and securitised debt with maturity/residual maturity up to 91 days)	0-20	Low to Medium

Portfolio Characteristics:

- The Scheme shall invest in debt and money market securities with **maturity of upto 91 days only.**
- In case of securities with put and call options (daily or otherwise) the residual maturity **shall not be greater than 91 days.**
- Inter-scheme transfers of Debt and Money Market Instruments in the Scheme shall be carried out in respect of securities with **maturity of upto 91 days.**
- The Scheme **will not invest in ADRs/GDRs** and Foreign Securities. It shall also not engage into securities lending and borrowing.



Plans offered by the Scheme:

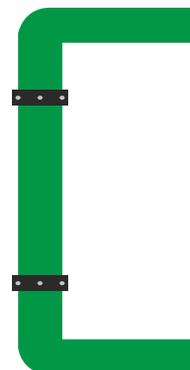
Plan	Option	Sub-Options / Facilities	Frequency of Dividend	Record Date*
1. Direct Plan	Growth	NA	NA	NA
2. Regular Plan	Dividend	Daily Re-Investment	Daily	All days for which NAV is published
		Weekly Re-Investment	Weekly	Every Monday
		Monthly Re-Investment and Payout	Monthly	Last Monday of the Month.

*The Trustee/AMC reserves the right to change the record date from time to time

Purchase	Additional Purchase
Rs. 5,000 and in multiple of Re. 1 thereafter.	Rs. 1,000 and in multiple of Re. 1 thereafter.

Note: Investors are requested to refer to the latest addendum issued for introduction and modification in features of SIP and STP frequencies effect from September 9, 2021.

Please visit: <https://www.amc.ppfas.com/> ----> Statutory Disclosures ---> Notices and Addenda



Minimum amount for monthly SIP, **Rs. 1,000** and in multiple of Re. 1 thereafter and for Quarterly SIP, **Rs. 3,000** and in multiple of Re. 1 thereafter.

Minimum unit holder's account balance or minimum amount of application at the time of STP enrollment in the Transferor Scheme should be **Rs. 6,000/-** for Daily, Weekly, Fortnightly and Monthly option and **Rs. 12,000/-** for Quarterly option.

Minimum unit holder's account balance or minimum amount of application at the time of SWP enrollment in the Transferor Scheme should be **Rs. 12,000/-**

Entry Load:	Not Applicable	
Exit Load:	Investor Exit upon subscription	Exit load as a % of redemption / switch proceeds
	Day 1	0.0070%
	Day 2	0.0065%
	Day 3	0.0060%
	Day 4	0.0055%
	Day 5	0.0050%
	Day 6	0.0045%
	Day 7 onward	0.0000%

Ways to invest



Paper-Based Mode

Fill up the Application Form and submit it either to us or the nearest CAMS Service Centre.



[Download Forms](#)



Online Mode

MF Utilities

BSE Star MF

myCAMS

NSE MFSS

PPFAS PARTNERS®
Web App

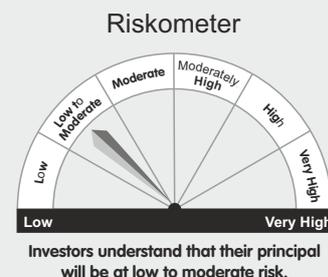
<https://partners.ppfas.com/>



This product is suitable for investors who are seeking*

- Income over short term
- Investments in Debt/money market instruments

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



Note: Please Scan the Q.R. Code for latest Riskometer updates



Potential Risk Class of the debt scheme of PPFAS Mutual Fund :

		Potential Risk Class		
Parag Parikh Liquid Fund	Credit Risk →	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)
	Interest Rate Risk ↓			
	Relatively Low (Class I)	A-I		
	Moderate (Class II)			
	Relatively High (Class III)			
		A-I - A Scheme with Relatively Low Interest Rate Risk and Relatively Low Credit Risk		

PPFAS Asset Management Private Limited

Registered Office: 81/82, 8th Floor, Sakhar Bhavan, Ramnath Goenka Marg, 230, Nariman Point, Mumbai - 400 021. Maharashtra.

Name of the Sponsor Company: Parag Parikh Financial Advisory Services Ltd.

Name of Trustee Company: PPFAS Trustee Company Pvt. Ltd.



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

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Pillars of PPFAS Mutual Fund

“UNPREDICTABLE
investor behaviour
causes a big disparity
BETWEEN
the true worth of
A COMPANY
and its
STOCK MARKET
CAPITALISATIONS”

“When a high
— PRICE —
is paid for an asset
... compared to its ...
INTRINSIC
value returns on that
ASSET
are bound to suffer”

“RAPID
GROWTH
in a sector
does not mean
— GOOD —
investment returns.
INVESTOR RETURNS
ARE DEPENDENT
... on the right ...
ACQUISITION
PRICE”

“INVESTING
is a
PLAN
not a
PRODUCT
{ OR }
A
PROCEDURE”

“PAY
CLOSE ATTENTION
TO THE
RISK-REWARD
... RATIO ...
AND NOT JUST
TO THE
REWARD
ALONE”

“INVESTING
follows the law of the
★ Farm ★
YOU CANNOT SOW SOMETHING
TODAY
← and reap →
TOMORROW
Investments
have to go through the
SEASONS”

“The
INABILITY
★ to delay ★
GRATIFICATION
... is the ...
PRIMARY REASON
FOR ECONOMIC
{ FAILURE IN }
LIFE”

“It is
A
PARADOX
that while investments
have done well,
investors have done poorly.
It is because we make our
— DECISIONS —
not only with our minds
But
with our hearts”

“The
KEY
lesson in
INVESTING
is to look for
BUSINESSES
← which have the →
FUNDAMENTALS
— to beat the —
EXPECTATIONS
built into the
PRICES”

“RIGHT
Investment Principles
Do Not Promise
SHORT-TERM
AND
ABNORMAL RETURNS.
They Are Representative OF
SLOW AND STEADY,
Long-term
★ RETURNS ★”

“A
CONTRARIAN
INVESTOR
— ATTEMPTS TO —
PROFIT
by betting against
conventional
WISDOM
but only when
the consensual
opinion appears
to be
WRONG”



“EQUANIMITY,
NOT GENIUS,
LEADS TO RICHES”

Late Mr. Parag Parikh
Founder, PPFAS Mutual Fund