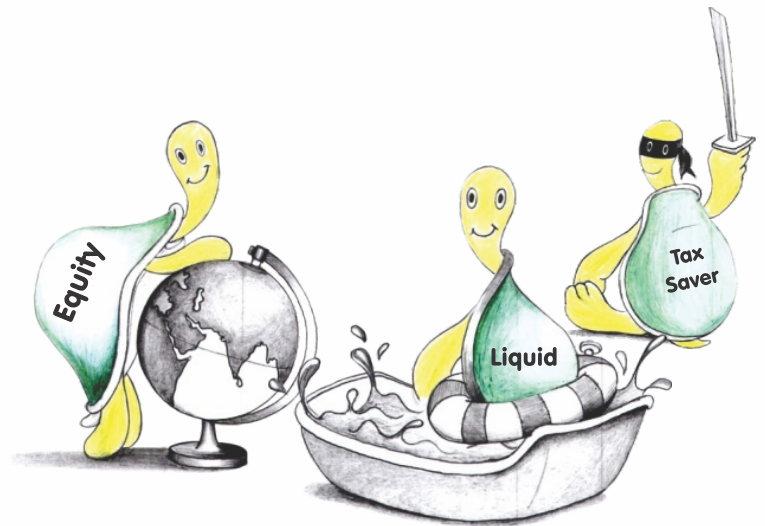


Managing your money using **Value Investing** principles!



About Parag Parikh Long Term Equity Fund (Please visit Page 4)

Parag Parikh Long Term Equity Fund (PPLTEF) is an open ended equity oriented scheme with flexibility to invest a minimum of 65% in Indian equities and up to 35% in overseas equity securities and domestic debt / money market securities.

The core portfolio of PPLTEF consists of equity investments made with a long term outlook and the factors considered while investing are quality of management, quality of the sector and the business (return on capital, entry barriers, capital intensity, use of debt, growth prospects etc) and the valuation of the companies. The endeavor of the fund management team is to identify opportunities for long term investments. However there are times when the opportunities are not attractive enough. While waiting for attractive opportunities, the fund invests in arbitrage opportunities between the cash and futures equity markets and special situations arbitrage where open offers / delisting / merger events have been announced. Investments are also made in money market / debt securities while waiting for deployment in core equity investments.

Foreign equity investment

The fund invests in foreign equity securities. Since investors in PPLTEF look for capital investment and returns in Rupee terms, PPLTEF also looks at delivering in Rupee terms. PPLTEF hedges most of the currency exposure using currency futures.

Outlook

We continue to look at individual investments on their own merits and will not hesitate to invest if an opportunity looks attractive. As usual, our investment stance does not depend much on the macro-economic situation but is focussed on individual companies. We have about 6.73% in cash holdings, debt & money market instruments and arbitrage positions which can be deployed in long term investments at appropriate levels.

Scheme	Page No.
Parag Parikh Tax Saver Fund	2
Parag Parikh Long Term Equity Fund	4
Parag Parikh Liquid Fund	6



Parag Parikh Tax Saver Fund

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

Name of the fund	Parag Parikh Tax Saver Fund
Investment Objective	To seek to generate long-term capital appreciation through a diversified portfolio of equity and equity related instruments
Type of the Scheme	An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit.
Date of Allotment	July 24, 2019
Name of the Fund Managers	Mr. Rajeev Thakkar - Equity Fund Manager (Overall 18 years of experience in fund management) Mr. Raunak Onkar - Co Fund Manager (Since Inception) Mr. Raj Mehta - Debt Fund Manager (Since Inception)
Assets Under Management (AUM) as on Dec 31, 2020	₹ 101.10 Crores
Average AUM for the Month	₹ 93.15 Crores
Net Asset Value (NAV) as on Dec 31, 2020	Regular Plan: 13.8572 Direct Plan: 14.1028
Weighted Average Expense Ratio	Regular Plan: 2.38%* Direct Plan: 1.17%* *Including additional expenses and GST on management fees
Benchmark Index	Nifty 500 (TRI)
Minimum Application Amount	New Purchase: ₹ 500 and in multiples of ₹ 500 Additional Purchase: ₹ 500 and in Monthly SIP: ₹ 1,000, Quarterly SIP: ₹ 3,000

Load Structure

Entry Load	Not Applicable
Exit Load	Not Applicable

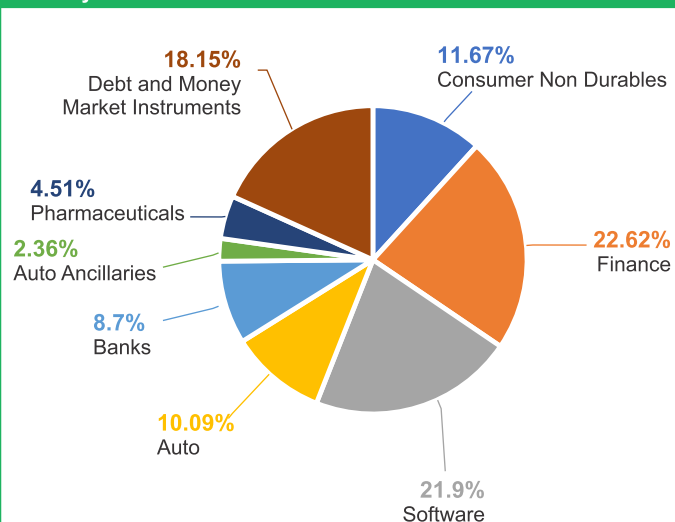
Quantitative Indicators

Portfolio Turnover	4.60%
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- Above figures are annualised.

- Since the fund has not completed 3 years, other quantitative indicators are not shown as per AMFI Best Practice Guidelines.

Industry Allocation



Portfolio Disclosure

Core Equity

Name	Industry	% of Net Assets
ITC	Consumer Non Durables	7.86%
Bajaj Holdings & Investment Ltd	Finance	5.99%
Persistent Systems Ltd	Software	5.70%
Indian Energy Exchange Ltd.	Finance	5.13%
Hero Motocorp Ltd.	Auto	5.07%
Wipro Ltd.	Software	5.04%
Maruti Suzuki India Ltd.	Auto	5.02%
Multi Commodity Exchange of India Ltd.	Finance	4.89%
Tata Consultancy Services Ltd.	Software	4.76%
Central Depository Services (I) Ltd.	Finance	4.29%
Mphasis Ltd	Software	4.02%
Zydus Wellness Ltd	Consumer Non Durables	3.81%
ICICI Bank Ltd	Banks	2.94%
HDFC Bank Ltd	Banks	2.88%
Axis Bank Ltd	Banks	2.88%
Oracle Financial Services Software Ltd.	Software	2.38%
Balkrishna Industries	Auto Ancillaries	2.36%
ICRA Ltd	Finance	2.32%
Sun Pharmaceuticals Industries Ltd	Pharmaceuticals	1.00%
Cadila Healthcare Ltd	Pharmaceuticals	0.96%
Dr.Reddys Laboratories Ltd	Pharmaceuticals	0.89%
IPCA Laboratories Ltd	Pharmaceuticals	0.87%
Lupin Ltd	Pharmaceuticals	0.79%
Total		81.85%

Debt and Money Market Instruments

TREPS Including Cash & Cash Equivalent and Net Current Asset	Debt and Money Market Instruments	18.15%
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Net Assets	100.00%
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Parag Parikh Tax Saver Fund

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

Lumpsum Investment Performance (Compounded annual returns)

Date	Scheme	Benchmark	Index	Index	Value of Investment of Rs. 10,000/-			
	PPTSF	Nifty 500 (TRI)	Nifty 50 (TRI)	S&P BSE Sensex (TRI)	PPTSF	Nifty 500 (TRI)	Nifty 50 (TRI)	S&P BSE Sensex (TRI)
Since Inception	25.40%	18.44%	17.35%	18.73%	13,857	12,763	12,593	12,807
December 31, 2019 to December 31, 2020 (Last 1 year)	28.11%	17.84%	16.09%	17.11%	12,820	11,789	11,614	11,716

SIP Investment Performance (Assumption : ₹ 10,000/- is invested on the first of every month)

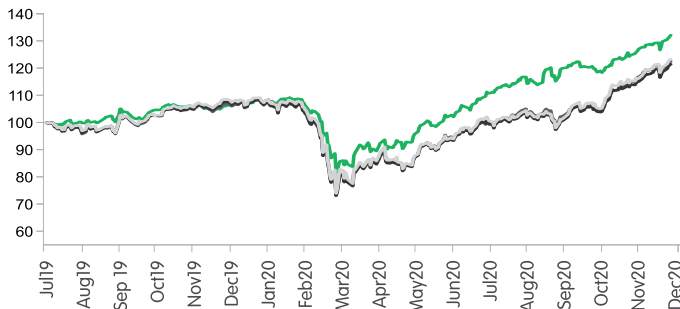
	Since Inception from July 24, 2019	Dec. 31, 2019 to Dec. 31, 2020 (Last 1 year)
Total Amount Invested	1,80,000	1,20,000
Market value of Investment (Regular Plan)	2,36,893	1,55,990
(Regular Plan) Returns (Annualised) (%)	39.93%	59.89%
Nifty 500 (TRI) Returns (Annualised) (%)	36.87%	61.53%
Nifty 50 (TRI) Returns (Annualised) (%)	35.91%	60.67%
S&P BSE Sensex (TRI) Returns (Annualised) (%)	37.04%	61.89%

PPTSF Vs Benchmark Indices

● PPTSF Returns ● Benchmark Returns (Nifty 500 (TRI)) ● Sensex (TRI) Returns ● Nifty 50 (TRI) Returns

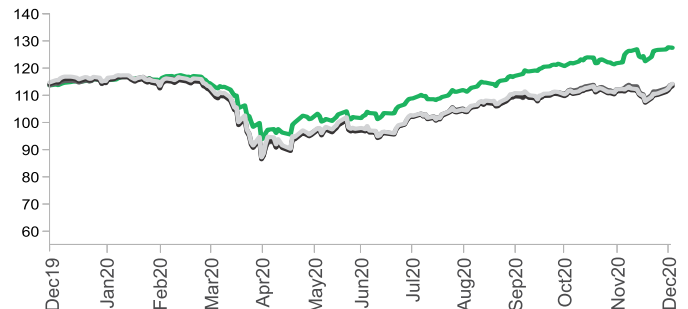
Since Inception (July 26, 2019)

CAGR:
Scheme: 25.40%, Nifty 500: 18.44%
Nifty 50: 17.35%, Sensex: 18.73%



Dec 31, 2019 to Dec 31, 2020

Scheme: 28.11%, Nifty 500: 17.84%
Nifty 50: 16.09%, Sensex: 17.11%



Note:

- Different plans shall have different expense structures.
- Scheme returns shown are for regular plan.
- Past performance may or may not be sustained in the future.
- Data presented here is upto the last calendar month.
- Less than 1 year returns are annualised returns.

We have our Skin in the Game

The combined holding of 'Insiders' in Parag Parikh Tax Saver Fund amounts to ₹ 5.75 Crores of AUM as at Dec 31, 2020. For more details [please visit the 'Schemes' section of our website.](#)





Parag Parikh Long Term Equity Fund

Multi Cap Fund - An open ended equity scheme investing across large cap, mid cap, small cap stocks.

(Scheme name will change to Parag Parikh Flexi Cap Fund w.e.f. January 13, 2021)

FACT SHEET - DECEMBER 2020

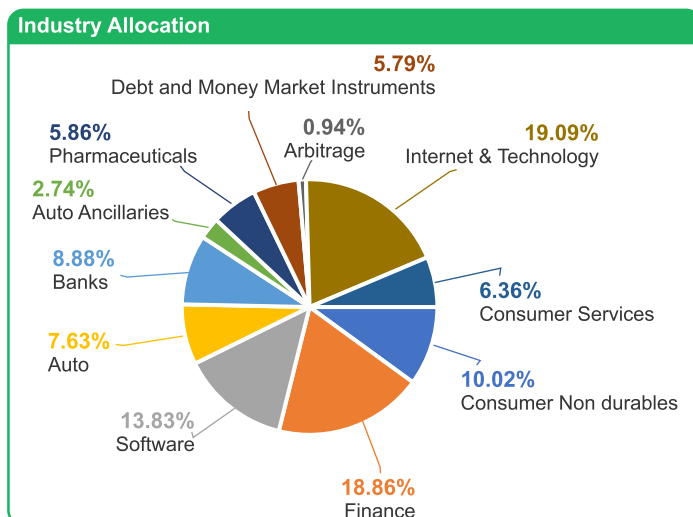
This Scheme is Suitable for Investors who can remain invested for minimum 5 years!

Name of the fund	Parag Parikh Long Term Equity Fund
Investment Objective	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.
Type of the Scheme	Multi Cap Fund - An open ended equity scheme investing across large cap, mid cap, small cap Stocks.
Date of Allotment	May 24, 2013
Name of the Fund Managers	Mr. Rajeev Thakkar - Equity Fund Manager (Overall 18 years of experience in fund management) Mr. Raunak Onkar - Fund Manager for Overseas Securities (Since Inception) Mr. Raj Mehta - Debt Fund Manager (Since January 27, 2016)
Assets Under Management (AUM) as on Dec 31, 2020	₹ 6,392.80 Crores
Average AUM for the Month	₹ 6,097.22 Crores
Net Asset Value (NAV) as on Dec 31, 2020	Regular Plan: 35.3432 Direct Plan: 37.0530
Weighted Average Expense Ratio	Regular Plan: 1.97%* Direct Plan: 0.99%* *Including additional expenses and GST on management fees
Benchmark Index	Nifty 500 (TRI)
Minimum Application Amount	New Purchase: ₹ 1,000 Additional Purchase: ₹ 1,000 Monthly SIP: ₹ 1,000, Quarterly SIP: ₹ 3,000

Load Structure	
Entry Load	Not Applicable
Exit Load	2% for redemption within 365 days 1% for redemption between 366 - 730 days Nil for redemption beyond 730 days

Quantitative Indicators	
Beta	0.77
Standard Deviation	18.98%
Sharpe Ratio	0.64
Portfolio Turnover (excl Equity Arbitrage)	6.25%
Portfolio Turnover (incl Equity Arbitrage)	20.20%

- Above figures are annualised.
- Risk free rate assumed to be 3.51% (FBIL Overnight MIBOR as on 31st Dec, 2020)



Portfolio Disclosure

Core Equity		
Name	Industry	% of Net Assets
ITC Ltd	Consumer Non Durables	7.92%
Persistent Systems Ltd	Software	7.02%
Bajaj Holdings & Investment Ltd	Finance	5.90%
Indian Energy Exchange Ltd.	Finance	5.00%
Mphasis Ltd	Software	4.71%
Hero Motocorp Ltd.	Auto	4.61%
Multi Commodity Exchange of India Ltd.	Finance	4.60%
ICICI Bank Ltd	Banks	3.08%
HDFC Bank Ltd	Banks	2.92%
Axis Bank Ltd	Banks	2.88%
Balkrishna Industries	Auto Ancillaries	2.74%
Central Depository Services (I) Ltd.	Finance	2.41%
Oracle Financial Services Software Ltd.	Software	2.10%
Zydus Wellness Ltd	Consumer Non Durables	2.10%
Cadila Healthcare Ltd	Pharmaceuticals	1.33%
Lupin Ltd	Pharmaceuticals	1.32%
Dr.Reddys Laboratories Ltd	Pharmaceuticals	1.31%
Sun Pharmaceuticals Industries Ltd	Pharmaceuticals	1.09%
IPCA Laboratories Ltd	Pharmaceuticals	0.81%
ICRA Ltd	Finance	0.79%
Computer Age Management Services Ltd.	Finance	0.16%
Arbitrage		
*Infosys Ltd		0.62%
*Tata Motors Ltd.		0.32%
Total		65.74%
Overseas Securities, IDRS and ADRs		
# Alphabet Inc (Google Class C)	Internet & Technology	8.29%
# AMAZON.COM INC	Consumer Services	6.36%
# Microsoft Corporation	Internet & Technology	6.03%
# Facebook INC	Internet & Technology	4.77%
# Suzuki Motor Corp (ADR)^	Auto	3.02%
Total		28.47%
Debt and Money Market Instruments		
FDR		0.45%
TREPS Including Cash & Cash Equivalent and Net Current Asset		5.34%
Net Assets		100.00%

Currency hedge to the extent of approximately 75% of exposure.

* Hedged by offsetting derivative position

^ Traded on US OTC Markets





Parag Parikh Long Term Equity Fund

Multi Cap Fund - An open ended equity scheme investing across large cap, mid cap, small cap stocks.

Lumpsum Investment Performance (Compounded annual returns)

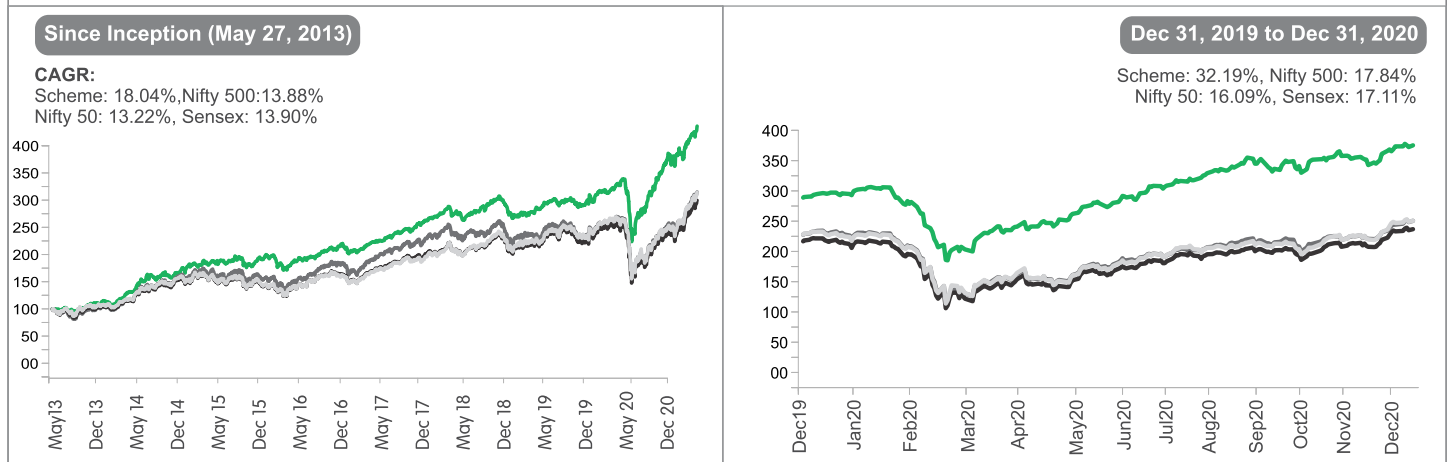
Date	Scheme	Benchmark	Index	Index	Value of Investment of Rs. 10,000/-			
	PPLTEF (Regular)	Nifty 500 (TRI)	Nifty 50 (TRI)	S&P BSE Sensex (TRI)	PPLTEF	Nifty 500 (TRI)	Nifty 50 (TRI)	S&P BSE Sensex (TRI)
Since Inception (May 27, 2013)	18.04%	13.88%	13.22%	13.90%	35,343	26,898	25,731	26,927
Dec 31, 2019 to Dec 31 2020 (Last 1 Yr)	32.19%	17.84%	16.09%	17.11%	13,229	11,789	11,614	11,716
Dec 29, 2017 to Dec 31, 2020 (Last 3 Yrs)	14.62%	7.91%	11.28%	13.22%	15,074	12,573	13,790	14,530
Dec 31, 2015 to Dec 31, 2020 (Last 5 Yrs)	15.01%	12.70%	13.39%	14.25%	20,139	18,193	18,754	19,479

SIP Investment Performance (Assumption : ₹ 10,000/- is invested on the first of every month)

	Since Inception from June 1, 2013	Dec 31, 2019 to Dec 31 2020 (Last 1 Yr)	Dec 29, 2017 to Dec 31, 2020 (Last 3 Yrs)	Dec 31, 2015 to Dec 31, 2020 (Last 5 Yrs)
Total Amount Invested	9,20,000	1,20,000	3,60,000	6,00,000
Market value of Investment (Regular Plan)	18,14,344	1,55,612	5,04,412	9,55,015
(Regular Plan) Returns (Annualised) (%)	17.28%	59.22%	23.16%	18.64%
Nifty 500 (TRI) Returns (Annualised) (%)	13.16%	61.53%	16.51%	13.72%
Nifty 50 (TRI) Returns (Annualised) (%)	13.25%	60.67%	17.61%	14.89%
S&P BSE Sensex (TRI) Returns (Annualised) (%)	14.05%	61.89%	19.07%	16.27%

PPLTEF Vs Benchmark Indices

● PPLTEF Returns ● Benchmark Returns (Nifty 500 (TRI)) ● Sensex (TRI) Returns ● Nifty 50 (TRI) Returns



Note:

- Different plans shall have different expense structures.
- Scheme returns shown are for regular plan.
- Past performance may or may not be sustained in the future.
- Greater than 1 year returns are CAGR returns.
- Data presented here is upto the last calendar month.
- Less than 1 year returns are annualised returns.

We have our Skin in the Game

The combined holding of 'Insiders' in Parag Parikh Long Term Equity Fund amounts to ₹ 179.57 Crores of AUM as at Dec 31, 2020. For more details please visit the 'Schemes' section of our website.





Parag Parikh Liquid Fund

An open-ended Liquid Scheme

Name of the fund	Parag Parikh Liquid Fund
Investment Objective	To deliver reasonable market related returns with lower risk and high liquidity through judicious investments in money market and debt instruments. (Non Guaranteed)
Type of the Scheme	An Open-ended Liquid Scheme
Date of Allotment	May 11, 2018
Name of the Fund Manager	Mr. Raj Mehta Fund Manager since inception. Also manages debt component of PPLTEF since Jan 2016 & PPTSF since inception.
Assets Under Management (AUM) as on Dec 31, 2020	₹ 1,145.40 Crores
Average AUM for the Month	₹ 1,117.60 Crores
Weighted Average Expense Ratio	Regular Plan: 0.25%* Direct Plan: 0.15%* *Including additional expenses and GST on management fees
Benchmark Index	CRISIL Liquid fund index
Additional Benchmark	CRISIL 1 Year T-Bill index
Minimum Application Amount	New Purchase: ₹ 5,000 Additional Purchase: ₹ 1,000 Monthly SIP: ₹ 1,000

Load Structure		
Entry Load	Not Applicable	
Exit Load	Day of redemption / switch from the date of applicable NAV	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 onwards	0.0000%

* For purpose of levying exit load, if subscription (application & funds) is received within cut-off time on a day, Day 1 shall be considered to be the same day, else the day after the date of allotment of units shall be considered as Day 1.

Quantitative Indicators*	
Average Maturity (Days)	41.80
Modified duration (Years)	0.11
Yield to Maturity	2.89%
Macaulay Duration (Years)	0.12

* Computed on the invested amount

Portfolio Disclosure

a) Debt and Money Market Instruments		
Name	Rating	% of Net Assets
91 DAY T-BILL 14-Jan-2021	Sovereign	6.54%
91 DAY T-BILL 28-Jan-2021	Sovereign	6.53%
91 DAY T-BILL 04-Feb-2021	Sovereign	6.53%
91 DAY T-BILL 11-Feb-2021	Sovereign	6.53%
182 DAY T-BILL 18-Feb-2021	Sovereign	6.52%
182 DAY T-BILL 25-Feb-2021	Sovereign	6.52%
364 DAY T-BILL 04-Mar-2021	Sovereign	6.52%
91 DAY T-BILL 18-Mar-2021	Sovereign	6.51%
91 DAY T-BILL 25-Mar-2021	Sovereign	6.50%
182 DAY T-BILL 07-Jan-2021	Sovereign	4.36%
91 DAY T-BILL 07-Jan-2021	Sovereign	2.18%
b) Government Securities		
State Government of Madhya Pradesh 7.13% 27.03.2021 SDL	Sovereign	6.61%
State Government of Andhra Pradesh 7.56% 14.02.2021 SDL	Sovereign	6.58%
Government Of India 7% 21.01.2021 GOV	Sovereign	6.56%
c) TREPS and Other Receivables and Payables		
TREPS Including Net Receivables/Payables and Net Current Asset		14.44%
d) Fixed Deposits		
HDFC Bank Ltd. 4.9% 17DEC21 FD		0.22%
HDFC Bank Ltd. 5.1% 07OCT21 FD		0.17%
HDFC Bank Ltd. 5% 08NOV21 FD		0.09%
HDFC Bank Ltd. 5.1% 08OCT21 FD		0.09%
Invested Total		100.00%

NAV Details		
Plan	Direct	Regular
Growth	1144.5524	1141.4024
Daily Dividend	1000.5404	1000.5404
Weekly Dividend	1001.3428	1001.3348
Monthly Dividend	1003.3435	1003.3348

Dividend History - Monthly Dividend Plan				
Record date	Direct		Regular	
	Retail	Corporate	Retail	Corporate
28th Dec 2020	₹ 2.03	₹ 2.03	₹ 1.96	₹ 1.96
1st Dec 2020	₹ 3.02	₹ 3.02	₹ 2.92	₹ 2.92
26th Oct 2020	₹ 2.56	₹ 2.56	₹ 2.48	₹ 2.48





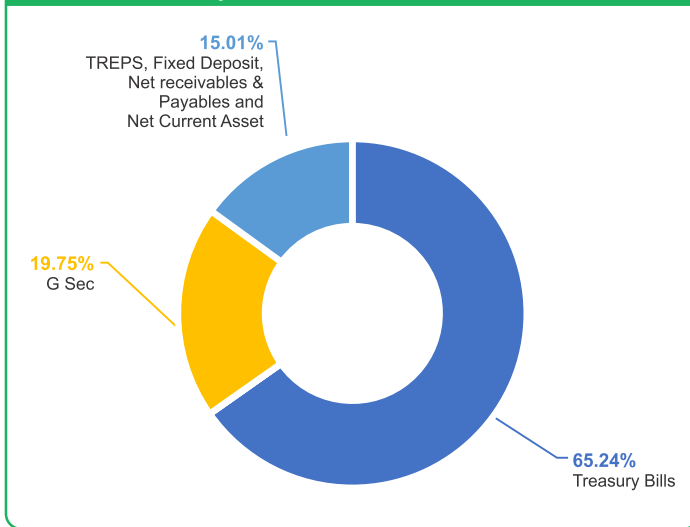
Parag Parikh Liquid Fund

An open-ended Liquid Scheme

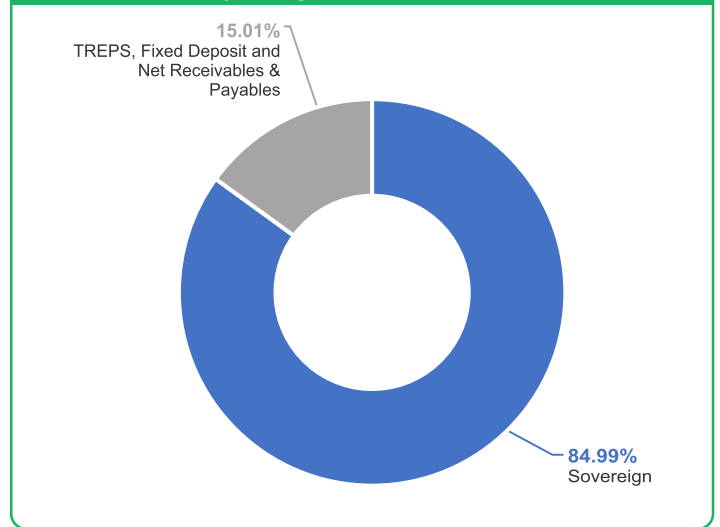
Lumpsum Investment Performance (Compounded annual returns)

Date	Scheme	Benchmark	Additional Benchmark	Value of Investment of Rs. 10,000/-		
	PPLF (Regular)	Crisil Liquid Fund Index	CRISIL 1 year T-bill Index	PPLF (Regular)	Crisil Liquid Fund Index	CRISIL 1 year T-bill Index
Since Inception	5.13%	6.22%	6.82%	11,414	11,729	11,907
December 24, 2020 to December 31, 2020 (Last 7 Days)	3.57%	3.62%	4.46%	10,007	10,007	10,009
December 16, 2020 to December 31, 2020 (Last 15 days)	3.16%	3.58%	3.50%	10,013	10,015	10,014
November 30, 2020 to December 31, 2020 (Last 1 Month)	2.71%	3.26%	2.96%	10,023	10,028	10,025
September 30, 2020 to December 31, 2020 (Last 3 Months)	2.95%	3.60%	4.26%	10,074	10,091	10,107
June 30, 2020 to December 31, 2020 (Last 6 Months)	2.95%	3.79%	3.65%	10,149	10,191	10,184
December 31, 2019 to December 31, 2020 (Last 1 year)	3.63%	4.60%	5.88%	10,364	10,461	10,590

Asset Allocation by Asset Class



Asset Allocation by Rating



Note:

- Different plans shall have different expense structures.
- Scheme returns shown are for regular plan.
- Past performance may or may not be sustained in the future.
- Greater than 1 year returns are CAGR returns.
- Data presented here is upto the last calendar month.
- Less than 1 year returns are annualised returns.

We have our Skin in the Game

The combined holding of 'Insiders' in Parag Parikh Liquid Fund amounts to ₹ 23.13 Crores of AUM as at Dec 31, 2020. For more details please [visit the 'Schemes' section of our website.](#)



Fund Manager Name: Mr. Rajeev Thakkar

Period	Managing Since	Benchmark Index	Since Inception		1 Year		3 Years		5 Years	
			Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)
Parag Parikh Long Term Equity Fund	May 24, 2013	Nifty 500 (TRI)	18.04%	13.88%	32.19%	17.84%	14.62%	7.91%	15.01%	12.70%
Parag Parikh Tax Saver Fund	July 24, 2019	Nifty 500 (TRI)	25.40%	18.44%	28.11%	17.84%	NA	NA	NA	NA

Mr. Rajeev Thakkar manages 2 Schemes of PPFAS Mutual Fund.

Fund Manager Name: Mr. Raunak Onkar

Period	Managing Since	Benchmark Index	Since Inception		1 Year		3 Years		5 Years	
			Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)
Parag Parikh Long Term Equity Fund	May 24, 2013	Nifty 500 (TRI)	18.04%	13.88%	32.19%	17.84%	14.62%	7.91%	15.01%	12.70%
Parag Parikh Tax Saver Fund	July 24, 2019	Nifty 500 (TRI)	25.40%	18.44%	28.11%	17.84%	NA	NA	NA	NA

Mr. Raunak Onkar manages 2 Schemes of PPFAS Mutual Fund.

Fund Manager Name: Mr. Raj Mehta

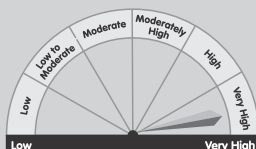
Period	Managing Since	Benchmark Index	Since Inception		1 Year		3 Years		5 Years	
			Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)	Scheme Return (%)	Benchmark Return (%)
Parag Parikh Long Term Equity Fund	January 27, 2016	Nifty 500 (TRI)	18.04%	13.88%	32.19%	17.84%	14.62%	7.91%	15.01%	12.70%
Parag Parikh Liquid Fund	May 11, 2018	CRISIL Liquid fund index	5.13%	6.22%	3.63%	4.60%	NA	NA	NA	NA
Parag Parikh Tax Saver Fund	July 24, 2019	Nifty 500 (TRI)	25.40%	18.44%	28.11%	17.84%	NA	NA	NA	NA

Mr. Raj Mehta manages 3 Schemes of PPFAS Mutual Fund.

- Past Performance may or may not be sustained in future.
- The performance details provided herein are of regular plan growth option. Regular and Direct Plans have different expense structure.
- Direct Plan shall have a lower expense ratio excluding distribution expenses, commission expenses etc.

Riskometer

Parag Parikh Long Term Equity Fund



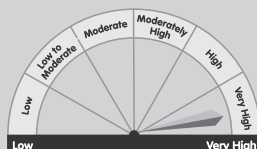
Investors understand that their principal will be at very high risk.

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.

Riskometer

Parag Parikh Tax Saver Fund



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

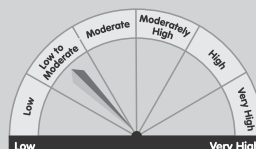
This product is suitable for investors who are seeking*

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

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

Riskometer

Parag Parikh Liquid Fund



Investors understand that their principal will be at low to moderate risk.

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 this scheme is suitable for them.

Is your Systematic Investment Plan (SIP) really helping you?

Many of us are familiar with the benefits of SIPs :

- It is a disciplined way of investing.
- You do not have to worry about the 'right time' to invest.
- It helps to de-link emotions from the investing process.
- Stock market volatility could work to your advantage.

However, merely starting an SIP is not enough...



But if you are an investor who...

- Invests a random amount, without giving it much thought.
- Is fixated with 'round figures' (say, ₹ 2,000 per month), merely because it is convenient.
- Does not take inflation into account.
- Is not clear as to why you have commenced the SIP.

Then it is time to review your SIP.



Here's a check-list to make your SIP more effective :

Have a clear Goal	2019 Goal's Current Cost	Inflation Rate	Goal's Future Cost	Rate of Return	'Right' Monthly Instalment	Investment Review
Child's MBA 2032	Rs. 17 lakhs	10% p.a.	Rs. 58.68 lakhs	12% p.a.	Rs. 15765/-	Once a year

Your Financial Advisor could help you calculate this 'right amount'.

Remember: It is important to invest the right amount. Investing blindly without calculating this will only lead to disappointment in the future.

Myths about SIP :

- It is type / category of mutual fund scheme.
- It is a guarantee against losses
- Market-timing improves SIP performance

Mythbusters :

- It is not another category, just a mode of investing
- While it reduces the chance of loss, there is no guarantee
- Choosing the auto-pilot mode has given better results

Calculate the right amount

Target Amount (Rs)		58,68,000
Annual Returns (%)		12
Number of Years		13

SIP Every month **15,765/-** for 13 years



SIP is an EMI you pay to your own self... ensure that you receive the right amount.



Know more

Investor Helpline: 1800-266-7790

Definitions

Fund Manager	An employee of the asset management company such as a mutual fund or life insurer, who manages investment of the scheme. He is usually part of a larger team of fund managers and research analysts.
Application amount for fresh subscription	This is the minimum investment amount for a new investor in a mutual fund scheme.
Minimum additional amount	This is the minimum investment amount for an existing investor in a mutual fund scheme.
SIP	SIP or systematic investment plan work on the principle of making periodic investments of a fixed sum. It works similar to a recurring bank deposit. For instance, an investor may opt for an SIP that invests ₹ 500 every 15 th of the month in an equity fund for a period of three years.
NAV	The NAV or the net asset value is the total asset value per unit of the mutual fund after deducting all related and permissible expenses. The NAV is calculated at the end of every business day. It is the value at which the investor enters or exits the mutual fund.
Benchmark	A group of securities, usually a market index whose performance is used as a standard or benchmark to measure investment performance of mutual funds, among other investments. Some typical benchmark include the Nifty, Sensex, BSE 200, BSE 500, 10-year Gsec.
Entry Load	A mutual fund may have a sales charge or load at the time of entry and/or exit to compensate the distributor/agent. Entry load is charged at the time an investor purchase the units of a mutual fund. The entry load is added to the prevailing NAV at the time of investment. For instance, if the NAV is ₹ 100 and the entry load is 1%, the investor will enter the fund at ₹ 101.
Exit Load	Exit load is charged at the time of redeeming (or transferring an investment between schemes). The exit load percentage is deducted from the NAV at the time of redemption (or transfer between schemes). This amount goes to the respective scheme and gets added to the AUM of that Scheme
Standard Deviation	Standard deviation is a statistical measure of the range of an investment's performance. When a mutual fund Scheme has a high standard deviation, its range of performance is wide implying greater volatility.
Sharpe Ratio	The Sharpe Ratio named after its founder, the Nobel Laureate William Sharpe is a measure of risk-adjusted returns. It is calculated using standard deviation and excess return to determine reward per unit of risk.
Beta	Beta is a measure of an investment's volatility vis-a-vis the market. Beta of less than 1 means that the security will be less volatile than the market. A beta of greater than 1 implies that the security's price will be more volatile than the market.
AUM	AUM or assets under management refers to the recent / updated cumulative market value of investments managed by a mutual fund or any investment firm.
Holdings	The holding or the portfolio is a mutual fund's latest or updated reported statement of investments/securities. These are usually displayed in term of percentage to net assets or the rupee value or both. The objective is to give investors an idea of where their money is being invested by the fund manager.
Nature of Scheme	The investment objective and underlying investments determine the nature of the mutual fund scheme. For instance a mutual fund that aims at generating capital appreciation by investing in stock markets is an equity fund or growth fund. Likewise a mutual fund that aims at capital preservation by investing in debt markets is a debt fund or income fund. Each of these categories may have sub-categories.
Portfolio Turnover Ratio	A measure of how frequently assets within a fund are bought and sold by the managers. Portfolio turnover is calculated by taking either the total amount of new securities purchased or the amount of securities sold - whichever is less - over a particular period, divided by the total net asset value (NAV) of the fund. The measurement is usually reported for a 12-month time period.
Yield to Maturity (YTM)	The yield to maturity (YTM) of a bond or other fixed-interest security, such as gilts, is the (theoretical) internal rate of return (IRR, overall interest rate) earned by an investor who buys the bond today at the market price, assuming that the bond is held until maturity, and that all coupon and principal payments are made on schedule.
Modified Duration	Modified duration is a formula that expresses the measurable change in the value of a security in response to a change in interest rates. Modified duration follows the concept that interest rates and bond prices move in opposite directions.
Total Expense ratio	The total expense ratio (TER) is a measure of the total cost of a fund to the investor. Total costs may include various fees (purchase, redemption, auditing) and other expenses. The TER, calculated by dividing the total annual cost by the fund's total assets averaged over that year, is denoted as a percentage.



PPFAS Asset Management Private Limited

81/82, 8th Floor, Sakhar Bhavan, Ramnath Goenka Marg, 230, Nariman Point, Mumbai - 400 021 INDIA

Tel: 91 22 6140 6555, Fax: 91 22 6140 6590

Sponsor: Parag Parikh Financial Advisory Services Limited

Investor Helpline	Toll Free: 1800 266 7790, Whatsapp: 90046 16537 Email: mf@ppfas.com
Distributor Helpline	Call: 91 22 61406538, 918291979349, 918291979350 Email: partners@ppfas.com

Website: www.amc.ppfas.com

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

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