



Bengaluru to remain top focus for PPFAS Mutual Fund

Bengaluru, 5 May 2016: PPFAS Mutual Fund, promoted by Parag Parikh Financial Advisory Services Pvt. Ltd. (PPFAS Ltd.) focuses more on strengthening its fund distribution in Bengaluru through IFAs, distributors' associations and other channels. It expects to double customer base in the city through SIP route in next one year. Currently, the Bengaluru market contributes 12 percent of total SIP folios which stands at 3274 as on 31 March 2016. Bengaluru, the second largest market for PPFAS Mutual Fund, contributes nine percent of total AUM of Rs. 650.92 crores as on 31 March 2016.

Neil Parikh, CEO and Director, PPFAS Mutual Fund said, "Bengaluru is a city full of great potential for investment in Mutual Fund and will continue partnering with likeminded distributors. We held an AGM meeting last year and have received a warm welcome by the investors and distributors in Bengaluru. Over time, we will expand our reach to include more places. We will use the common sense approach to money management and will not participate in the madness that goes on in the marketplace".

Mr Parikh further added, "In the near future, Equity will remain the focus for us and I do not see us launching new schemes. We will concentrate on fund's performance and get the right people to invest and partner with us. I know over the long term our fund will grow by leaps and bounds with fantastic returns".

PPFAS Mutual Fund believes in the 'Value investing' school and its precepts are mirrored in the investment process and portfolio choices. In line with its preference for 'keeping it simple' it offers only one scheme, titled 'PPFAS Long Term Value Fund' which is an open ended equity oriented scheme with flexibility to invest a minimum of 65 percent in the country's equities and up to 35 per cent in overseas equity and domestic debt/money market securities.

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.

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