



**DON'T GET LOCKED UP FOR LONG
IN TRADITIONAL
TAX SAVING INVESTMENTS**

**INVEST IN DHFL PRAMERICA
TAX SAVINGS FUND
ONLY 3 YEARS LOCK-IN**

• Save Tax upto Rs.46,350* • Double Tax Benefit • Opportunity to Earn Better Returns#

DHFL Pramerica Tax Savings Fund

(An Open Ended Equity Linked Savings Scheme with a lock-in period of 3 years)

What is ELSS?

DHFL Pramerica Tax Savings Fund, an Equity Linked Savings Scheme (ELSS), is a diversified equity mutual fund which invests majority of its corpus in equities. As per the present tax laws, eligible investors (individual/ HUF) are entitled to deduction from their gross total income, of the amount invested in equity linked saving scheme (ELSS) upto ₹ 1,50,000/- (along with other prescribed investments) under Section 80C of the Income Tax Act, 1961.

Investment Strategy & Style

- The fund will actively manage a diversified portfolio of strong growth companies with sustainable business models.
- The fund will invest through a bottom up stock-by-stock selection across market cap spectrum, with consideration given to price-to-earnings, price-to-book, and price-to-sales ratios, as well as growth, margins, asset returns, and cash flows, amongst others.
- The company-wise analysis will focus, amongst others, on the historical and current financial condition of the company, potential value creation/unlocking of value and its impact on earnings growth, capital structure, business prospects, policy environment, strength of management, responsiveness to business conditions, product profile, brand equity, market share, competitive edge, research, technological know-how and transparency in corporate governance.

Why should you invest in DHFL Pramerica Tax Savings Fund?

- DHFL Pramerica Tax Savings Fund is an ELSS scheme under section 80C of the Income Tax Act, 1961.
- DHFL Pramerica Tax Savings Fund has a diversified equity portfolio across market capitalizations.
- Flexibility to increase or decrease exposure to Large, Mid or Small Cap stocks as per market cycles and the Fund Manager's view.
- Mandated three year lock-in ensures that you do not react to market swings and continue to remain invested.
- Tax free dividend
- No tax on long-term capital gains

How does it compare with other tax saving options under Section 80C

ELSS has the lowest lock-in period of three years as compared to other options which have a minimum lock-in of 5 years.

	PPF	NSC	Bank FD	ULIP	DHFL Pramerica Tax Savings Fund (ELSS)
Duration	15 Years	5 Years	5 Years	Open Ended	Open Ended
Lock-in	15 Years	5 Years	5 Years	5 Years	3 Years
Min. Amount	₹ 500	₹ 100	Variable	Variable	₹ 500
Max. Amount	₹ 1,50,000	No Limit	₹ 1,50,000	No Limit	No Limit
Max. Limit for Tax Benefit	₹ 1,50,000	₹ 1,50,000	₹ 1,50,000	₹ 1,50,000	₹ 1,50,000
Returns%	8.00% p.a.	8.10% p.a.	7.00% to 7.50 p.a.	Market Linked	Market Linked
Tax on Income	Tax Free	Taxable	Taxable	Tax Free	Tax Free

PPF - Public Provident Fund, NSC - National Savings Certificate, FD - Fixed Deposit, ULIP - Unit Linked Insurance Plan. The above table is for illustration purpose only. Unlike PPF, NSC & Bank FD, investment in mutual funds are subject to market risks, hence, the performances may not be strictly comparable. PPF rate is effective from 1st October, 2016, Ministry of Finance (Govt. of India); NSC rate is effective 1st April 2016; Bank FD rate is SBI's Term Deposits Rate as on 17th November 2016.

Portfolio (Top Ten Holdings) as on January 31, 2017

Company	% to Net Assets
HDFC Bank Ltd.	7.62
Housing Development Finance Corp Ltd.	4.65
Infosys Ltd.	4.19
Reliance Industries Ltd.	4.02
ICICI Bank Ltd.	3.58
Kotak Mahindra Bank Ltd.	2.98
IndusInd Bank Ltd.	2.97
Page Industries Ltd.	2.90
State Bank of India	2.70
RBL Bank Ltd.	2.66

Portfolio Positioning

Top 3 Sectors Overweight	% Overweight	Top 3 Sectors Underweight	% Underweight
Financials	6.3%	Consumer Staples	4.6%
Materials	4.4%	Healthcare	3.4%
Energy	0.7%	Information Technology	2.4%

Top 5 Stocks Overweight	% Overweight	Top 5 Stocks Underweight	% Underweight
Page Industries Ltd	2.7%	ITC Ltd	3.2%
RBL Bank Ltd	2.7%	Bharti Airtel Ltd	1.1%
Castrol India Ltd	2.3%	Dr. Reddy's Laboratories Ltd	0.9%
Emami Ltd	2.0%	Eicher Motors Ltd	0.7%
Bajaj Finance Ltd	1.9%	Cipla Ltd	0.7%

The above weights are in comparison to the benchmark.

Source: Bloomberg and Internal Research. The above data as on 31st January, 2017.

Investment Style

Growth	Blend	Value	Capitalisation
			Large
			Medium
			Small

Key Features



Benchmark index: BSE 200 Index



Minimum application amount: Minimum of ₹ 500/- and in multiples of ₹ 500/- thereafter. **Minimum additional investment:** Minimum of ₹ 500/- and in multiples of ₹ 500/- thereafter. **Minimum repurchase / redemption investment:** Minimum of ₹ 100/- and in multiples of ₹ 1/- thereafter or 0.1 unit or account balance whichever is lower. **Investment Amount for SIP/STP/SWP:** **SIP: Monthly:** 10 installments of ₹ 500/- each and in multiples of ₹ 500/- thereafter. **Quarterly:** 5 installments of ₹ 1000/- each and in multiples of ₹ 500/- thereafter. **STP: Monthly:** 10 installments of ₹ 500/- each and in multiples of ₹ 100/- thereafter. **Quarterly:** 5 installments of ₹ 1000/- each and in multiples of ₹ 100/- thereafter. **SWP (Monthly and Quarterly):** 2 (two) installments of ₹ 100/- . **SIP/STP/SWP Dates:** 1st, 7th, 10th 15th, 21st, 25th and 28th or all 7 dates



Exit load: Nil



Fund Manager: Mr. Akash Singhania

*As per the present tax laws, eligible investors (individual/ HUF) are entitled to deduction from their gross total income, of the amount invested in equity linked saving scheme (ELSS) upto ₹1,50,000/- (along with other prescribed investments) under Section 80C of the Income Tax Act, 1961. Tax savings of ₹ 46,350/- shown above is calculated for the highest income tax slab. Additionally, long term capital gains tax is exempt on equity oriented funds. Tax benefits are subject to the provisions of the Income Tax Act, 1961 and are subject to amendments, from time to time. # ELSS as a category has delivered average annualized returns of 16.01% p.a. for last 3 years and 16.64% p.a. for last 5 years (Source: ACE MF, Data as on December 30, 2016). Past performance may or may not be sustained in the future. ELSS has the shortest lock-in period of 3 years, as compared to other tax saving instruments which have a minimum lock-in of 5 years.

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

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Portfolio Metrics

	Portfolio	BSE 200
Growth Ratio - %		
FY 16-18E EPS CAGR - %	19.2%	19.7%
Return Ratio - %		
Return on Equity	22.8%	12.0%
Volatility Ratio		
Beta	0.96	1.00
Leverage Ratio - %		
Debt / Equity (ex-financials)	49.3%	60.4%
Valuation Multiple		
FY 18E Price / Earning Ratio	17.5	15.9

Portfolio Composition

	Portfolio	BSE 200
Number of stocks	52	200
Benchmark stocks	62.3%	100.0%
Large caps (market cap >20000 Cr)	84.0%	89.5%
Mid caps (market cap Between 20k Cr to 3k Cr)	11.4%	10.4%
Small caps (market cap < 3000 Cr)	0.8%	0.1%
Cash	3.9%	0.0%
Top 10 holding	39.6%	37.8%
Avg Market Cap - Crore	1,40,874	1,43,848

Source: Bloomberg and Internal Research. The above data as on 31st January, 2017.

EPS: Earnings per share (EPS) is the portion of a company's profit allocated to each outstanding share of common stock. Earnings per share serves as an indicator of a company's profitability.

Return on Equity: Return on equity (ROE) is the amount of net income returned as a percentage of shareholders equity. Return on equity measures a corporation's profitability by revealing how much profit a company generates with the money shareholders have invested.

Beta: Beta is a measure of an investment's volatility vis-à-vis the market. A 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.

Debt/Equity: Debt/Equity Ratio is a debt ratio used to measure a company's financial leverage, calculated by dividing a company's total liabilities by its stockholders' equity. The D/E ratio indicates how much debt a company is using to finance its assets relative to the amount of value represented in shareholders' equity.

Price/Earnings: The price-earnings ratio (P/E Ratio) is the ratio for valuing a company that measures its current share price relative to its per-share earnings.

Riskometer

This product is suitable for investors who are seeking*:

- Long-term capital appreciation.
- To generate long-term capital appreciation by predominantly investing in equity & equity related instruments and to enable eligible investors to avail deduction from total income, as permitted under the Income Tax Act, 1961 as amended from time to time.
- Degree of risk – **MODERATELY HIGH**

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



Investors understand that their principal will be at moderately high risk