

# Mutual Fundas for every investor.

This World Investor Week,  
follow these basic tips  
for financial success.



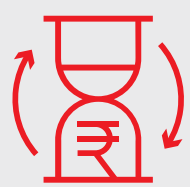
## Plan your Goals

List down your short, medium and long-term goals. Then estimate how much each one will cost. You can then plan your investments for each one separately.



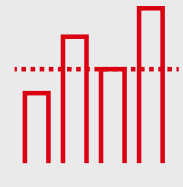
## Know before you invest

Don't invest in something you don't understand. Study the basics of asset allocation and diversification so you don't have to rely on a single investment.



## What's your investment time frame?

Based on the time period to your goal, you can invest accordingly in equity, debt or hybrid mutual funds, and plan ahead to meet them.



## Know your risk profile

It helps determine if the product is suitable for you based on your risk appetite. Remember higher returns also come with greater risk and vice versa.



## Think long term

Don't be swayed by short-term market movements, staying invested for the long term generally works out better and help you to create wealth over time.



## Don't follow the herd

Staying true to your long-term financial goals is key. Tools like Systematic Investment Plan (SIP) work best through volatile markets to help grow your money over time.

### An Investor Education & Awareness Initiative by HSBC Mutual Fund

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

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