

# WHAT SHOULD YOU DO IN VOLATILE MARKETS?



The stock market is just like the weather - it's unpredictable. Whether it's sunny or rainy, you continue to work. So when the market is volatile, it's prudent to do the same thing – stay invested and let your money continue to grow rather than redeeming your investments.

**SIP can help you ride over market volatility through Rupee Cost Averaging.**

## Here's how...

By getting fewer units when prices are high



Up or down, historically the market has always risen

By getting more units when prices are low

## Benefits of Rupee-cost Averaging...

- Helps during market swings by averaging the cost per unit of your investments thereby reducing the overall price fluctuations over the long term.
- Helps build discipline in investing
- Eliminates the worries of timing the market

Invest now



**L&T Financial Services**  
Mutual Fund

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