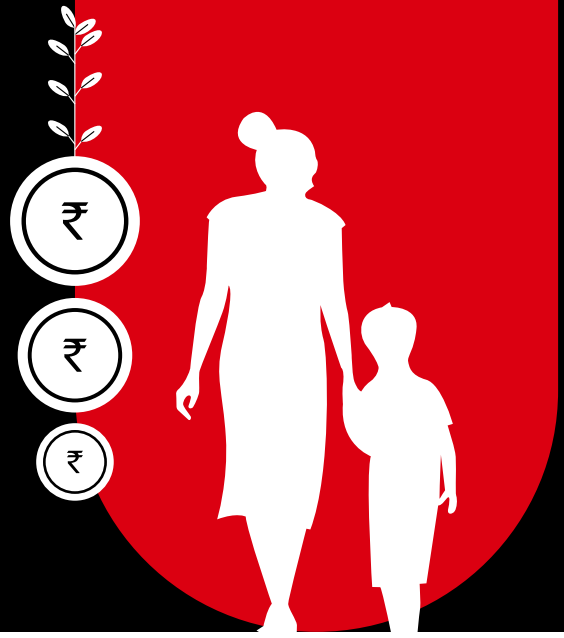


Mom and mutual funds

more alike than you think



Mothers

Mutual Funds

Can help us in the time of emergency



A mother's secret stash of cash often saves us in a financial emergency.



As most mutual funds offer liquidity, it is easy to redeem funds and fulfil your financial emergency.

Take short-term as well long-term goals into consideration



While mothers often emphasize the importance of patience and long-term planning, they also play an important role in helping us achieve our short-term goals.



There's a wide range of mutual funds available in the market which could be capable of fulfilling both short-term as well as long-term financial goals.

Support growth potential

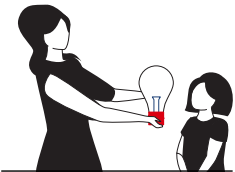


Mothers strive to provide their children with opportunities to grow and develop.



By investing in equity mutual funds investors can benefit from the growth potential of stocks.

They are PRO in what they do



Moms have solutions to almost all problems as they have a better experience and an eye for detailing.



Mutual funds are managed by professional fund managers who are experienced and can study or analyse financial markets meticulously.

Regular monitoring



Mothers constantly monitor their children's well-being and progress and change their methods of teaching depending on the child's response and skills.



Mutual fund managers regularly monitor the performance of schemes and make necessary adjustments to ensure they are meeting their objectives.

An Investor Education & Awareness Initiative

Investors should deal only with Registered Mutual Funds, to be verified on SEBI website under Intermediaries/Market Infrastructure Institutions". Refer to www.assetmanagement.hsbc.co.in for details on completing a one-time KYC (Know Your Customer) process, change of details like address, phone number etc. and change of bank details, etc. For complaints redressal, either visit www.assetmanagement.hsbc.co.in or SEBI's website www.scores.gov.in. Investors may refer to the section on 'Investor Education' on the website of Mutual Fund for the details on all 'Investor Education' on the website of Mutual Fund for the details on all 'Investor Education and Awareness Initiatives' undertaken by AMC.

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