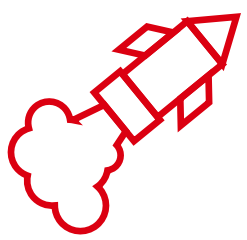


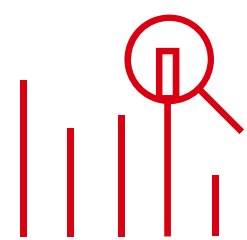


Everything you need to know about Multi Cap Funds. And some more!



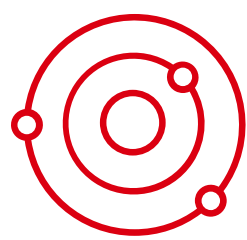
Performance & Diversification

Multi Cap investing aims to bring performance consistency with constant minimum allocation of 25% each in Large, Mid and Small Caps while the balance 25% can be allocated to debt and money market instruments



Well-Researched & Under-researched

Well researched Large Caps have visibility on earnings growth while Mid & Small Caps may subject to the market mis-appraisal and mis-pricing as they are under researched stocks



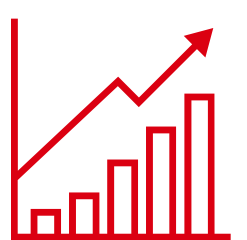
Suitable for any Market Cycles

Investing across market caps is also important because different market segments outperform in different phases. Large Caps tend to be more resilient in poor market conditions, while Mid and Small Caps tend to outperform in a bullish environment.



Well-Owned & Under Owned

Well owned Large Caps support valuations relatively better in up and down trend. Under owned Mid and Small Caps offer opportunity to accumulate them at relatively lower valuations



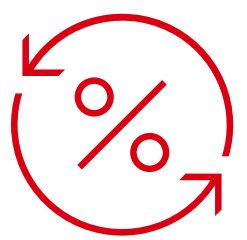
Earnings Growth Combo

Multi Cap investments aim to offer a combination of steady and consistent earnings potential with accelerated growth



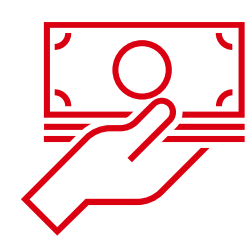
Economies of Scale and Alpha

While Large Caps aim to achieve robust economies of scale and stable performance, Mid & Small Caps aim to offer relatively higher growth / performance



Discounted Valuations

Mid Caps and Small Caps may offer potential valuation discount on account of under-research characteristics



Better Risk-Adjusted Returns

Risk is regulated by reducing allocation to riskier segments of the market and minimizing its impact by increasing allocation to companies that are poised to deliver

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