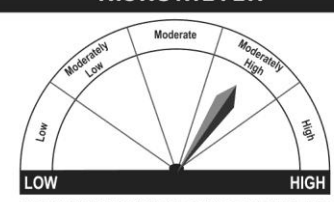


Key Information Memorandum

Name of Mutual Fund	Name of Asset Management Company
Peerless Mutual Fund	Peerless Funds Management Co. Ltd.

Peerless Equity Fund (An Open Ended Equity Scheme)

Continuous Offer of Units at Applicable NAV

<p>Peerless Equity Fund (An Open Ended Equity Scheme)</p> <p>This product is suitable for investors who are seeking*</p> <ul style="list-style-type: none"> • Capital appreciation over long term • Investment in Equity & equity related securities diversified over various sectors <p>*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.</p>	<p>RISKOMETER</p>  <p>Investors understand that their principal will be at moderately high risk</p>
---	---

This Key Information Memorandum (KIM) sets forth the information which a prospective investor ought to know before investing. For further details of the Scheme/Mutual Fund, due diligence certificate by the AMC, Key personnel, Investors' rights & services, risk factors, penalties & pending litigations etc, investors should, before investment, refer to the Scheme Information Document (SID) and Statement of Additional Information (SAI) available free of cost at any of the Investor Service Centre's or distributors or from the www.peerlessmf.co.in.

The Scheme particulars have been prepared in accordance with Securities and Exchange Board of India (Mutual Funds) Regulations, 1996, as amended till date, and filed with Securities and Exchange Board of India (SEBI). The units being offered for public subscription have not been approved or disapproved by SEBI, nor has SEBI certified the adequacy of this KIM. This KIM is dated 28 June 2017.

Investment Objective	The primary investment objective of the scheme is to generate long term capital appreciation by investing in an actively managed portfolio predominantly consisting of Equity & equity related securities diversified over various sectors. However, there is no assurance or guarantee that the investment objective of the Scheme will be achieved. The Scheme does not assure or guarantee any returns.			
Asset Allocation Pattern	Types of Instruments	Normal Allocation (% of Net Assets)		
		Minimum	Maximum	Risk Profile (Low/Medium/High)
	Equity & equity related instruments #	80%	100%	Medium to High
	Debt and money market instruments #	0%	20%	Low to Medium
	<p># Including Derivative instruments. Investment in Derivatives – up to 50% of the net assets of the Scheme. Investment in derivatives shall be for hedging, portfolio balancing and such other purposes as maybe permitted from time to time. In case of deviation from the above asset allocation pattern, the portfolio would be rebalanced within 1 month from the date of deviation. Details pertaining to the same are mentioned under the heading "HOW WILL THE SCHEME ALLOCATE ITS ASSETS?" in the SID. The Fund shall not take any leveraged position. The total investments in the Fund including investment in equity, debt, money market and other securities and gross exposure of derivatives, if any, shall not exceed the net assets under management in the scheme. Investment & Disclosure in the derivatives will be in line with SEBI Circular no Cir/IMD/DF/11/2010 dated August 18, 2010. The scheme will not invest in securitized debt. Subject to applicable regulatory guidelines, the scheme may also invest in foreign securities. Under normal circumstances the scheme shall not have an exposure of more than 25% of its net assets in foreign securities. In terms of SEBI Circular no. SEBI/IMD/CIR18/198647/2010 dated March 15, 2010; the mutual fund /AMC shall make investment out of the NFO proceeds only on or after the closure of the NFO period. The Scheme retains the flexibility to invest across all the securities in the Equity and Equity related instruments, Debt and Money Market Instruments.</p> <p>The Mutual Fund / AMC shall ensure that total exposure of debt schemes in a particular sector (excluding investments in Bank CDs, CBLO, G-Secs, T-Bills short term deposits of scheduled commercial banks and AAA rated securities issued by Public Financial Institutions and Public Sector Banks) shall not exceed 25% of the net assets of the scheme. For the purposes of sector exposure limits, AMFI sector classification of issuers would be considered.</p> <p>Provided that the Scheme may have an additional exposure to financial services sector (over and above the sector limit of 25%) not exceeding 15% of the net assets of the Scheme by way of increase in exposure to Housing Finance Companies (HFCs). Provided further that the additional exposure to such securities issued by HFCs are rated AA and above and these HFCs are registered with National Housing Bank (NHB) and the total investment/ exposure in HFCs shall not exceed 25% of the net assets of the Scheme.</p> <p>The total exposure of scheme in a Group (excluding investments in securities issued by Public Sector Units, Public Financial Institutions and Public Sector Banks) shall not exceed 20% of the net assets of the scheme. Such investment limit may be extended to 25% of the net assets of the scheme with the prior approval of the Board of Trustees.</p> <p>For this purpose "Group" means a group as defined under Regulation 2(mm) of SEBI (Mutual Fund) Regulations, 1996 and shall include an entity, its subsidiaries, fellow subsidiaries, its holding company and its associates.</p> <p>Investment in Derivatives – up to 50% of the net assets of the Scheme. Investment in derivatives shall be for hedging, portfolio balancing and such other purposes as maybe permitted from time to time.</p> <p>The Scheme shall not invest more than 10% of its NAV in debt instruments comprising money market instruments and non-money market instruments issued by a single issuer, which are rated not below investment grade by a credit rating agency authorized to carry out such activities under the SEBI Act, 1992. Such investment limit may be extended to 12% of the NAV of the Scheme with the prior approval of the Board of Trustee and the Board of Directors of AMC.</p> <p>Provided that such limit shall not be applicable for investments in Government Securities, treasury bills and collateralized borrowing and lending obligations.</p>			

	Provided further that investment within such limit can be made in mortgaged backed securitised debt which are rated not below investment grade by a credit rating agency registered with the SEBI.
Investment Strategy	<p>Equity Investment Strategy:</p> <p>The scheme, in line with the investment objective, will predominantly invest in equity and equity related securities. The portfolio would be actively managed and diversified across various sectors. The investments would not have any industry, sector or market capitalization bias. The strategy would be to invest in stocks and sectors that seem attractive, exhibit strong growth or have the potential for strong growth in the medium to long term. A bottom-up approach would be combined with the same so as to identify investment opportunities in individual stocks. Stocks would be identified based on company and business analysis, industry analysis, future plans, projections, technical analysis and valuations. Based on analysis of various financial and non-financial parameters, the stocks are finally shortlisted for portfolio construction process. The portfolio would be actively managed and will be reasonably diversified without the risk of being over-diversified. The investments would not have any market capitalization bias. Apart from in-house research, external research is used as an important source of information. Various magazines, journals, newspapers and databases also help in the research process.</p> <p>Debt Investment Strategy:</p> <p>The Fund Manager would seek to enhance returns by trading on the shape of the yield curve in the short to medium time frame and also on the differentiated premia offered by the market to different issuers of debt. For example the spread between a similar maturity instrument issued by a bank, a NBFC and a manufacturing concern can vary from 100 bps to 500 bps. But it has to be understood that there would be a trade off in terms of their respective liquidity. The portfolio would be constructed with a judicious mix of instruments issued by the universe of eligible issuers across the spectrum. Portfolio maturity is determined after analyzing the macro-economic environment including future course of system liquidity, interest rates and inflation along with other considerations in the economy and markets.</p> <p>The Investment Strategy would be a combination of Top Down and Bottom Up approach for investments.</p> <p>The Top Down approach would entail:</p> <ol style="list-style-type: none"> 1) Study of the current state of the economy 2) Study of the current inflationary trends in the economy and the resultant effect on yields and interest rate movement in the debt market. 3) Study of the liquidity flows in the system. <p>These studies would help the Fund Manager determining the duration call one has to take during portfolio construction.</p> <p>The Bottom up approach would entail:</p> <ol style="list-style-type: none"> 1) Along with above mentioned top-down approach, we would also adopt a bottom-up approach for identifying investment opportunities in individual companies 2) Management evaluation, corporate governance, industry analysis, business analysis, past track record, future plans, projections, expected returns and valuations would be some of the key points while choosing a company. <p>Based on the above approaches, a Debt Investment Universe would be constructed. This would be the base for portfolio construction. Sovereign Debt i.e. Central Govt. Securities and State Govt. Securities would also be part of the investment universe. Investment in them would take place in accordance to the schemes objectives.</p> <p>The Fund would normally be investing in the medium to long maturity debt instruments. As a result, the Fund stands to expose to market risk which can get captured partially by "mark to market component" thereby inducing a potential daily volatility. Also, the Fund will have a mix of credits with a moderately higher credit risk. The Fund will always aim at controlling risk by carrying a rigorous credit evaluation of the instruments proposed to be invested in. The credit evaluation will be carried out on the basis of the parameters mentioned above. On a relative basis, the alpha to the portfolio will be generated by managing the interest rate risk across different asset classes and duration buckets, as compared to trading the credit curve.</p> <p>Portfolio Construction</p> <p>The fund manager has the primary responsibility for portfolio construction based on the investment objective of the Scheme. Portfolio construction guidelines are laid down for each fund and reviewed on a need basis. Every investment decision we make is by keeping in mind the investment objective of the Scheme and how the security will affect the overall portfolio. In addition, we also look into the current Macroeconomic / Industry views that impact industry and asset allocation decisions for the fund. Technical views which are relevant to asset allocation, if applicable are also taken into consideration. Our focus would be on long term investing driven by fundamental research. However, we would also keep an eye on short-term performance and analyze the same.</p> <p>Mutual Fund Units involve Investment risks including the possible loss of principal. Please read the SID carefully for details on risk factors before investment.</p> <p>Scheme specific risk factors</p> <p>Investments in equity and equity related instruments involve a degree of risk, both company specific and market risks and thus investors should not invest in the Scheme unless they can afford to take the risk of losing their investment. The scheme will predominantly invest in equity and equity related securities diversified over various sectors. Thus, any price fluctuation for these securities may adversely affect the NAV of the units issued under the Scheme. The same may also lead to out-performance or under-performance of the scheme against S&P CNX Nifty which is the benchmark index for the scheme. Equity and Equity Related Instruments by nature are volatile and prone to price fluctuations on a daily basis due to macro and micro economic factors. The value of Equity and Equity Related Instruments may fluctuate due to factors affecting the securities markets such as volume and volatility in the capital markets, interest rates, currency exchange rates, changes in law/policies of the Government, taxation laws, political, economic or other developments, which may have an adverse impact on individual securities, a specific sector or all sectors. Consequently, the NAV of the Units issued under the Scheme may be adversely affected.</p> <p>The scheme also carries risks associated with investing in debt and money market securities, derivatives. Investments in debt and money market instruments are subject to interest rate risk, re-investment risk, basis risk, credit risk, spread risk, prepayment risk etc.</p>
Risk Profile of the Scheme	
Risk Management Strategy	The Asset Management Company has incorporated risk management as part of the investment process. The Investment Team has ensured adequate safeguards are taken during the investment and portfolio construction process. The following are the key risks associated with investments in Equity and Equity Related Instruments and the strategy adopted by the AMC in addressing these key risks.
Description of Risk	Risk Management Strategy

Risks associated with Equities and Equity Related Instruments:-

Investments in equity and equity related instruments involve a degree of risk, both company specific and market risks and thus investors should not invest in the Scheme unless they can afford to take the risk of losing their investment.

Risk and investment are two sides of the same coin of Fund Management. Effective risk management is crucial for achieving top quartile performance. Investments by the scheme shall be made as per the investment objectives of the scheme and provisions of SEBI regulations. Adequate safeguards would be incorporated in the portfolio management process. The main instrument for reducing risk is through

<p>The scheme will predominantly invest in equity and equity related securities diversified over various sectors. Thus, any price fluctuation for these securities may adversely affect the NAV of the units issued under the Scheme. The same may also lead to out-performance or under-performance of the scheme against Nifty 50 Index which is the benchmark index for the scheme.</p> <p>Equity and Equity Related Instruments by nature are volatile and prone to price fluctuations on a daily basis due to macro and micro economic factors. The value of Equity and Equity Related Instruments may fluctuate due to factors affecting the securities markets such as volume and volatility in the capital markets, interest rates, currency exchange rates, changes in law/policies of the Government, taxation laws, political, economic or other developments, which may have an adverse impact on individual securities, a specific sector or all sectors. Consequently, the NAV of the Units issued under the Scheme may be adversely affected.</p> <p>Equity and Equity Related Instruments listed on the stock exchange carry lower liquidity risk; however the Scheme's ability to sell these investments is limited by the overall trading volume on the stock exchanges. In certain cases, settlement periods may be extended significantly by unforeseen circumstances. The inability of the Scheme to make intended securities purchases due to settlement problems could cause the Scheme to miss certain investment opportunities. Similarly, the inability to sell securities held in the Scheme's portfolio may result, at times, in potential losses to the Scheme, should there be a subsequent decline in the value of securities held in the Scheme's portfolio.</p> <p>The Scheme may invest in securities which are not listed on the stock exchanges. These securities may be illiquid in nature and carry a higher amount of liquidity risk, in comparison to securities that are listed on the stock exchanges or offer other exit options to the investor. The liquidity and valuation of the Scheme's investments due to its holdings of unlisted securities may be affected if they have to be sold prior to the target date of disinvestment. Pl refer to SID for details on identification of risks and risk management strategies.</p>	<p>diversification. The Fund Manager's job is to identify securities which offer higher returns with a lower level of risk. Various risk measurement tools and ratios would be used to identify and measure the risk. The Company has implemented the Quantis as Front Office System (FOS) for this purpose. The system has also incorporated all the investment restrictions as per SEBI guidelines and "soft" warning alerts at appropriate levels for preemptive monitoring.</p>
--	---

Risks associated with Fixed Income Securities:-

<p>Interest Rate Risk Fixed income securities such as government bonds, corporate bonds, Money Market Instruments and Derivatives run price-risk or interest-rate risk. Generally, when interest rates rise, prices of existing fixed income securities fall and when interest rates drop, such prices increase. The extent of fall or rise in the prices depends upon the coupon and maturity of the security. It also depends upon the yield level at which the security is being traded.</p>	<p>The modified duration of a portfolio is one of the means of measuring the interest rate risk of the portfolio. Higher is the modified duration, the fund stands exposed to a higher degree of interest rate risk. The Fund Manager would decide on the modified duration to be maintained for the portfolio at a particular point of time after taking into account the current scenario and the investment objective of the scheme. The portfolio duration will be decided after doing a thorough research on the general macroeconomic condition, political environment, systemic liquidity, inflationary expectations, corporate performance and other macro economic considerations. The Investment Committee of the AMC would be monitoring the portfolios constantly and would be giving direction regarding portfolio modified duration to the Fund Manager.</p>
<p>Credit Risk This is the risk associated with the issuer of a debenture/bond or a Money Market Instrument defaulting on coupon payments or in paying back the principal amount on maturity. Even when there is no default, the price of a security may change with expected changes in the credit rating of the issuer. It is to be noted here that a Government Security is a sovereign security and is the safest. Corporate bonds carry a higher amount of credit risk than Government Securities. Within corporate bonds also there are different levels of safety and a bond rated higher by a particular rating agency is safer than a bond rated lower by the same rating agency.</p>	<p>The investment team would carry out rigorous in depth credit evaluation of the money market and debt instruments the scheme proposes to invest in. The credit evaluation will essentially be a bottom up approach and include a study of the operating environment of the issuer, the past track record as well as the future prospects of the issuer and the short term / long term financial health of the issuer. Data from external Credit Rating Agencies like CRISIL, ICRA, FITCH and CARE would be taken into account while constructing this universe. This universe would be constantly monitored by the Investment Committee which would recommend any additions/ deletions from the investment universe.</p>
<p>Liquidity Risk The liquidity of a bond may change, depending on market conditions leading to changes in the liquidity premium attached to the price of the bond. At the time of selling the security, the security can become illiquid, leading to loss in value of the portfolio.</p>	<p>The Fund Manager would maintain adequate cash/cash equivalent securities to manage the day to day redemptions of the fund. Attention would be given to the historic redemption trends while deciding on the cash equivalent component of the portfolios. Also the Fund Manager and Dealer would be keeping track of various securities being traded in the market and would strive to keep the component of illiquid securities in the portfolio at a low percentage of the total portfolio.</p>

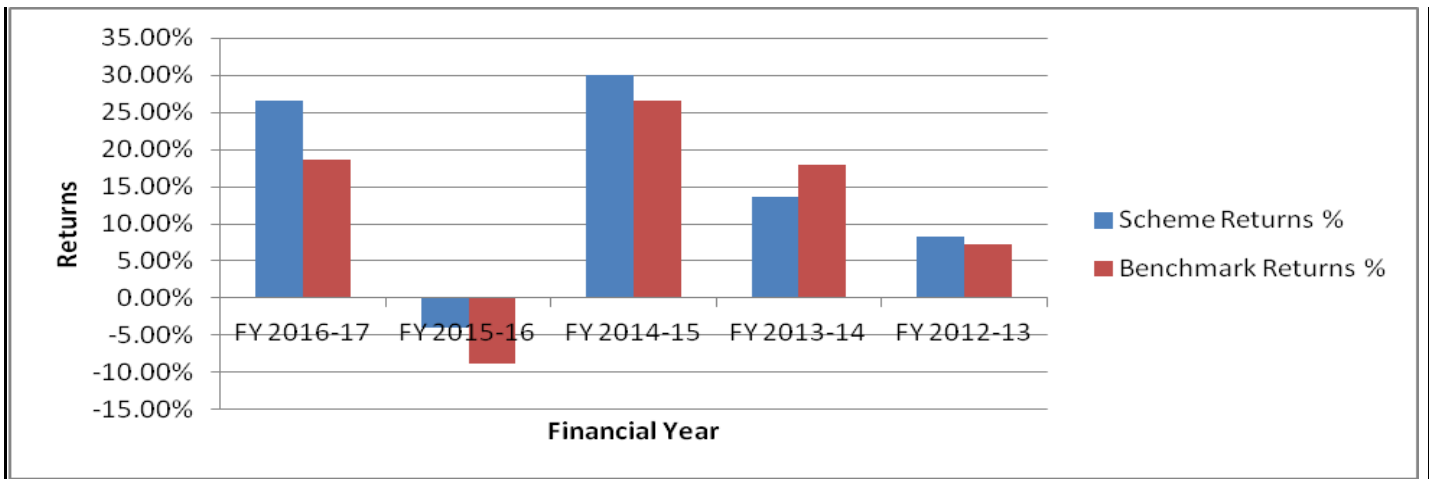
The Investment Committee of the AMC would be acting in a proactive manner to identify and analyze potential risks and act in a preventive manner do contain those risks.

<p>Options</p>	<p>Plans: Regular and Direct, Options: Growth and Dividend Option (Payout and Reinvestment). Sub-options for Dividend:</p> <ul style="list-style-type: none"> • Normal Dividend (Payout and reinvestment) • Quarterly Dividend (Payout and reinvestment) • Half Yearly Dividend (Payout and reinvestment) • Yearly Dividend (Payout and reinvestment) <p>If Dividend payable under Dividend Payout option is equal to or less than Rs. 500/- then the Dividend would be compulsorily reinvested in the option of the Scheme.</p> <p>All plans and options available for offer under the Scheme shall have a common portfolio.</p> <p>Default Option: Growth Default Dividend Frequency- Normal Default between payout & reinvestment: Reinvestment</p>
-----------------------	--

Uniform disclosure on treatment of applications under Direct / Regular Plans	Scenario	Broker Code mentioned by the investor	Plan mentioned by the investor	Default Plan to be captured
	1	Not mentioned	Not mentioned	Direct Plan
	2	Not mentioned	Direct	Direct Plan
	3	Not mentioned	Regular	Direct Plan
	4	Mentioned	Direct	Direct Plan
	5	Direct	Not Mentioned	Direct Plan
	6	Direct	Regular	Direct Plan
	7	Mentioned	Regular	Regular Plan
	8	Mentioned	Not Mentioned	Regular Plan
Applicable NAV (after the scheme opens for repurchase and sale)	<p>i) Subscriptions/Purchases including Switch-ins: where a valid application is received on any business day at the official points of acceptance along with a local cheque or demand draft payable at par at the same place of submission of the application:</p> <ul style="list-style-type: none"> Up to 3.00 pm-NAV of the same business day After 3.00 pm –NAV of the next business day <p>ii) Repurchase /Redemptions including Switch-outs: where a valid application is received on any business day at the official point of acceptance</p> <ul style="list-style-type: none"> Up to 3.00 pm –NAV of the same business day After 3.00 pm-NAV of the next business day <p>The mutual fund shall calculate NAVs for the scheme for every business day. As per the existing procedure, the applications will be time stamped in accordance with the SEBI Guidelines.</p>			

Minimum Application Amount/Number of Units	Purchase (First purchase during NFO & continuous offer)	Additional Purchase (Subsequent purchase)	Redemption						
	Rs.1,000/- in multiples of Re.1/- thereafter	In multiples of Re 1/- thereafter	Rs.1,000/- or 100 units or account balance whichever is lower in respect of each option.						
Systematic Investment Purchase	Frequency	Fortnightly Option (Rs. 500/- and in multiples of Rs. 100/- thereafter), Monthly Option (Rs. 500 /- and in multiples of Rs. 100/- thereafter.), Quarterly Option (Rs. 1,000 /- and in multiples of Rs. 100/- thereafter) and Half Yearly Option (Rs. 2,000 and in multiples of Rs. 100/- thereafter)							
	Minimum Installments	Fortnightly SIP- 24 Installments Monthly SIP -12 Installments (including 1st cheque), Quarterly SIP 4 Installments (including 1st cheque), Half yearly SIP 2 installments (including 1st cheque).							
	Default Option	Default Frequency - Monthly Option, Default Date – 7 th of each month/quarter/half year.							
	SIP Dates	1 st , 7 th , 10 th , 15 th , 20 th , 25 th of every month.							
<p>Between first SIP installment and the second installment there should be a gap of 30 days. Notice of discontinuance/termination should be received at AMC Customer Service Cell or to the Registrar (official point of acceptance) at least 30 days prior to the due date of the next debit. If the Fund fails to get the proceeds from three Installments out of a continuous series of Installments submitted at the time of initiating a SIP (subject to a minimum under SIP i.e. 12 months), the SIP is deemed as discontinued. Units will be allotted at the Applicable NAV of the respective dates on which the investments are sought to be made. In case the date falls on a Holiday or falls during a Book Closure period, the immediate next Business Day will be considered for this purpose.</p>									
Systematic Transfer Plan (Only ongoing offer period)	Frequency	Daily Option (All Business Days), Weekly Option (every Wednesday), Fortnightly Option (every alternative Wednesday) and Monthly Option (on specified dates i.e. 1 st , 7 th , 10 th , 15 th , 20 th , 25 th of every month).							
	Minimum Amount	Minimum of 12 transfers of Rs. 500/- , Rs. 50/- for daily frequency							
	Default Option	Default Frequency - Monthly, Default Date – 7 th of each month.							
Systematic Withdrawal Plan	<p>Unit holders have the benefit of availing the choice of Systematic Withdrawal Plan. The amount thus withdrawn by redemption will be converted into Units at Applicable NAV based prices and the number of Units so arrived at will be subtracted from the Units balance to the credit of that Unit holder. The Unit holder may avail of this Option by writing to any of the Investor Service Centers, after the close of the New Fund Offer Period.</p> <p>Unit holders may change the amount of withdrawals or the period of withdrawals by giving a 15 days written notice. The SWP may be terminated on a written notice by a Unit holder and it will terminate automatically if all the Units are liquidated or withdrawn from the account or the holdings fall below Rs.1000 under the monthly option or Rs 3000 under the quarterly option (subject to the Unit holder failing to invest sufficient funds to bring the value of their holdings to the minimum amount of Rs. 5000 after the completion of SWP, within 30 days after the balance shall have fallen below the minimum holdings) or upon the Mutual Fund's receipt of notification of death or incapacity of the first Unit holder.</p> <p>There are two options available under SWP viz - Monthly option and quarterly option, the details of which are given below:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td></td> <td>Monthly Option</td> <td>Quarterly Option</td> </tr> <tr> <td>Minimum value of SWP</td> <td>Rs 500/- or 50 units</td> <td>Rs 1500 or 150 units</td> </tr> </table>				Monthly Option	Quarterly Option	Minimum value of SWP	Rs 500/- or 50 units	Rs 1500 or 150 units
	Monthly Option	Quarterly Option							
Minimum value of SWP	Rs 500/- or 50 units	Rs 1500 or 150 units							

	<p>Additional amount in multiples of Rs 100/- or 10 units Rs 100/- or 10 units</p> <p>Dates of SWP Request 5th of the month 5th of April, July, October, January</p> <p>Default Option : Monthly option</p> <p>Contingent Deferred Sales Charge (CDSC)/Exit Load if any is applicable to SWP. At present there is no CDSC/Exit load for SWP for purchases/switch in made for Rs 10 Crores and below. However the AMC reserves the right to accept SWP applications of different amounts, dates and frequency.</p>		
Automatic Encashment Plan (AEP) (only ongoing offer period)	<p>The AEP shall be available to investors who have opted for Growth Option under the scheme. Unitholders under this Plan can avail of this option by providing standing instructions to the AMC.</p> <p>The unit holders under this plan will have an option to encash the appreciation available on investment on the designated date on monthly/quarterly/half yearly basis. The applicable NAV for this purpose is the NAV of the designated date. Computation of the available appreciation under the scheme will be the NAV appreciation (being the difference between the NAV as on the Designated Date minus the purchase price of the respective units) on outstanding units and the same will be redeemed on a First in First out (FIFO) basis from the folio of the investor.</p> <p>Upon such automatic encashment, the unit holders will be sent the redemption cheques or the redemption proceeds may be directly credited to the bank account of the unit holder.</p> <p>There is no assurance or guarantee to unit holders as to the extent of appreciation that the scheme may generate.</p> <ol style="list-style-type: none"> 1. AEP will be on pre-defined dates (i.e. 1st business day of every month/ quarter/half year) 2. Payment under the AEP shall be subject to such appreciation being available for the respective investor on Designated Date. 3. Minimum amount of AEP will be Rs.500/-. If amount is less than Rs.500/-, the AEP facility will automatically be carried forward to the next eligible date. <p>If there be a depreciation between the two NAV then such transaction will not be considered in computing the sum of minimum amount of Rs 500/- on the Designated Date</p>		
Switching Options	<p>(a) Inter - Scheme Switching option Unit holders under the Scheme have the option to Switch part or all of their Unit holdings in the Scheme to any other Scheme offered by the Mutual Fund from time to time. The Mutual Fund also provides the Investors the flexibility to Switch their investments from any other scheme(s) / plan (s) offered by the Mutual Fund to this Scheme. This option will be useful to Unit holders who wish to alter the allocation of their investment among the scheme(s) / plan(s) of the Mutual Fund in order to meet their changed investment needs. The Switch will be effected by way of a Redemption of Units from the Scheme at Applicable NAV, subject to Exit Load, if any and reinvestment of the Redemption proceeds into another Scheme offered by the Mutual Fund at Applicable NAV and accordingly the Switch must comply with the Redemption rules of the Switch out Scheme and the Subscription rules of the Switch in Scheme.</p> <p>(b) Intra -Scheme Switching option Unit holders under the Scheme have the option to Switch their Unit holding from one option to another option (i.e. Growth to Dividend and vice-a-versa). The Switches would be done at the Applicable NAV based prices and the difference between the NAVs of the two options will be reflected in the number of Unit allotted.</p> <p>Switching shall be subject to the applicable "Cut off time and Applicable NAV" stated elsewhere in the Scheme Information Document. In case of "Switch" transactions from one scheme to another, the allocation shall be in line with Redemption payouts.</p>		
Despatch of Repurchase (Redemption) Request	Within 10 working days of the receipt of the redemption request at the authorized centre of Peerless Mutual Fund.		
Benchmark Index	Nifty 50 Index		
Dividend Policy	The Trustee will endeavour to declare the Dividend, subject to availability of distributable surplus calculated in accordance with the Regulations. The actual declaration of Dividend and frequency will inter-alia depend on availability of distributable surplus calculated in accordance with SEBI (MF) Regulations and the decisions of the Trustee shall be final in this regard. There is no assurance or guarantee to the unit holders as to the rate of Dividend nor that will the Dividend be paid regularly.		
Name of the Fund Managers	Mr. Amit Nigam, managing Peerless Equity Fund with effect from 1 November 2014.		
Name of the Trustee Company	Peerless Trust Management Co. Ltd.		
Performance of the Scheme (as on May 31, 2017)	Compounded Annualised Returns	Scheme Returns (%)	Benchmark Returns (%)
	For 1 year	25.28%	17.91%
	For 3 years	16.43%	9.97%
	For 5 Years	17.35%	14.33%
	Since inception	14.23%	12.44%
	Absolute Returns	Scheme Returns %	Benchmark Returns %
	Returns for the period : 2016-17	26.49%	18.55%
	Returns for the period : 2015-16	-3.97%	-8.86%
	Returns for the period : 2014-15	30.04%	26.65%
	Returns for the period : 2013-14	13.71%	17.98%
Returns for the period : 2012-13	8.34%	7.31%	
Returns are provided for Regular Plan Growth Option			



Expenses of the Scheme i. Load Structure & Transaction Charges	<p>Load structure: Entry load: NA. Exit load: Nil</p> <p>No load (if any) will be charged on the Units allotted on reinvestment of Dividends. The above mentioned load structure shall be equally applicable to the special products such as STP, switches, etc offered under the Scheme. SEBI vide its circular no SEBI/IMD/CIR No.4/168230/09 June 30, 2009 has decided that there shall be no entry Load for all Mutual Fund Schemes.. The Trustee/AMC reserves the right to change/modify the Load structure from a prospective date.</p> <p>Transaction Charges:</p> <p>Pursuant to SEBI circular vide no. Cir / IMD/ DF / 13 / 2011 dated 22 August 2011, a transaction charge per subscription of Rs.10,000/- and above will be charged from the investors and paid to distributors/ agents (who have opted to receive the transaction charges) w.e.f. 1 November 2011, as follows:</p> <ol style="list-style-type: none"> Rs. 100/- per subscription of Rs.10,000/- and above for existing investors in Mutual Funds. Rs.150/- per subscription of Rs.10,000/- and above for a first time investor in Mutual Funds. The transaction charge, if any, shall be deducted by the AMC from the subscription amount and paid to the distributor and the balance shall be invested. There shall be no transaction charge on subscription below Rs.10,000/-. Transaction charges shall be applicable on purchases/ subscriptions relating to new inflows. In case of SIPs, the transaction charge shall be applicable only if the total commitment through SIPs amounts to Rs.10,000/- and above and shall be recovered in a maximum of 4 installments. There shall be no transaction charges on direct investments. The Account Statement shall state that the net investment as gross subscription less transaction charges, if any and specify the no. of units allotted against the net investment <p>The upfront commission on investment made by the investor, if any, shall be paid to the ARN Holder (AMFI registered Distributor) directly by the investor, based on the investor's assessment of various factors including service rendered by the ARN Holder. The distributors shall have also the option to either opt in or opt out of levying transaction charge based on type of the product.</p>			
ii. Recurring Expenses (% of the Daily Net Assets)	First Rs. 100 Crores 2.50%	Next Rs. 300 Crores 2.25%	Next Rs.300 Crores 2.00%	Balance of the assets 1.75%
Actual expenses as on 31 May 2017 (% Weightage)	Regular 2.98%		Direct 1.70%	
	<p>Direct Plan shall have a lower expense ratio. Commission/ Distribution expenses will not be charged in case of Direct Plan.</p> <p>In addition to the recurring expenses specified for the scheme, the following expenses/service tax may be charged to the scheme:</p> <ol style="list-style-type: none"> Expenses not exceeding 0.20 percent of daily net assets of the scheme towards investment Management and Advisory fees and the various sub-heads of recurring expenses mentioned under Regulation 52(2) and (4) of the SEBI (MF) Regulations respectively. Expenses in respect of inflows from beyond top 15 cities-a maximum charge of 0.30% on the daily net assets computed as per the guidelines issued by SEBI for meeting distribution expenses incurred for bringing inflows from such cities. Brokerage and transaction costs not exceeding 0.12% of the value of the trades in the case of cash market transactions and 0.05% of the value of trades in case of derivatives transactions; and Service tax on Investment Management and Advisory fees. <p>For further details please refer to the SID.</p>			
Waiver of Load for Direct Applications	Not applicable.			
Tax Treatment for the Investors (Unitholders)	Investors are advised to refer to the paragraph on Taxation in the 'Statement of Additional Information' and to consult their own tax advisors with respect to the specific amount of tax and other implications arising out of their participation in the scheme.			
Daily Net Asset Value (NAV) Publication	The NAV will be declared for all business days and will be published in 2 newspapers, NAV can also be viewed on www.peerlessmf.co.in and www.amfiindia.com . You can also call us at Non Toll Free : 022-61779922. Toll Free :1800 103 8999			
For Investor Grievances Please Contact	Name and Address of Registrar Karvy Computershare Private Limited, KARVY SELENIUM, Plot No. 31 & 32, Tower B, Survey No. 115/22 115/24 & 115/25, Financial District, Gachibowli, Nanakramguda, Seringampally		Customer Service Cell of AMC Ms. Roshni Chorge Investor Relations Officer, 102, Centrepoint, J.B. Nagar, Andheri-Kurla Road, Andheri (East) Mumbai- 400059 Toll Free: 1800 103 8999.	

	Mandal, Hyderabad 500032, Telengana Website : https://www.karvymfs.com		Non Toll Free. 022 6177 9922.	Email: connect@peerlessmf.co.in,
Unitholders Information	<p>Account Statement- For normal transactions during ongoing sale and repurchase:</p> <ul style="list-style-type: none"> • The AMC shall send an allotment confirmation specifying the units allotted by way of email and / or SMS within 5 Business Days of receipt of valid application / transaction to the Unit holders registered e-mail address and /or mobile number. • A consolidated account statement for each calendar month to the Unit holder(s) in whose folio(s) transaction(s) has/ has taken place during the month on or before 10th of the succeeding month shall be sent by mail or e-mail. • In the event the account has more than one registered holder, the first named Unit holder shall receive the CAS/ account statement. • The transactions viz. purchase, redemption, switch, dividend payout, etc., carried out by the Unit holders shall be reflected in the CAS on the basis of Permanent Account Number (PAN). • The CAS shall not be received by the Unit holders for the folio(s) not updated with PAN details. The Unit holders are therefore requested to ensure that the folio(s) are updated with their PAN. • For folios not included in the CAS (due to non-availability of PAN), the AMC shall issue monthly account statement to such Unit holder(s), for any financial transaction undertaken during the month on or before 10th of succeeding month by mail or email. • In case of a specific request received from the Unit holders, the AMC will provide an account statement (reflecting transactions of the Fund) to the investors within 5 Business Days from the receipt of such request, by mail/email. • The Unit holder without any charges may request for a physical account statement by writing to/calling the AMC/ISC/RTA. The Mutual AMC shall dispatch an account statement within 5 Business Days from the date of the receipt of request from the Unit holder. <p>Half Yearly Consolidated Account Statement (CAS) A consolidated account statement detailing holding across all schemes at the end of every six months (i.e. September/ March), on or before 10th day of succeeding month, to all such Unit holders holding Units in non- demat form in whose folios no transaction has taken place during that period shall be sent by mail/email.</p> <p>The half yearly consolidated account statement will be sent by e-mail to the Unit holders whose e-mail address is registered with the Fund, unless a specific request is made to receive the same in physical mode.</p> <p>The statement of holding of the beneficiary account holder for units held in demat form will be sent by the respective DPs periodically.</p> <p>The Account Statement shall state that the net investment as gross subscription less transaction charges, if any and specify the no. of units allotted against the net investment.</p> <p>Account Statement for demat account holders: No Account Statements will be issued by the AMC to Unit holders who hold units in dematerialized mode. For Units in dematerialised mode, the Account Statements may be obtained by the Investor from the depository participants with whom the investor holds the DP account.</p> <p>CAS for investors having Demat account:</p> <ul style="list-style-type: none"> • Investors having MF investments and holding securities in Demat account shall receive a single Consolidated Account Statement (CAS) from the Depository. • Consolidation of account statement shall be done on the basis of Permanent Account Number (PAN). In case of multiple holding, it shall be PAN of the first holder and pattern of holding. For PANs which are common between depository and the AMC, the depository shall send the CAS. In other cases (i.e. PANs with no demat account and only MF units holding), the AMC/RTA shall continue to send the CAS to its unit holders as is being done presently in compliance with the Regulation 36(4) of the SEBI (Mutual Funds) Regulations. • The CAS shall be generated on a monthly basis. • If there is any transaction in any of the Demat accounts of the investor or in any of his mutual fund folios, depositories shall send the CAS within ten days from the month end. In case, there is no transaction in any of the mutual fund folios and demat accounts then CAS with holding details shall be sent to the investor on half yearly basis. • In case an investor has multiple accounts across two depositories, the depository with whom the account has been opened earlier will be the default depository which will consolidate details across depositories and MF investments and dispatch the CAS to the investor. However, option shall be given to the demat account holder by the default depository to choose the depository through which the investor wishes to receive the CAS. • Where statements are presently being dispatched by email either by the Mutual Funds or by the Depositories, CAS shall be sent through email. • However, where an investor does not wish to receive CAS through email, option shall be given to the investor to receive the CAS in physical form at the address registered in the Depository system. • If an investor does not wish to receive CAS, an option shall be given to the investor to indicate negative consent. <p>The dispatch of CAS by the depository would constitute compliance by the AMC/ the Fund with the requirement under Regulation 36(4) of SEBI (Mutual Funds) Regulations.</p> <p>The AMC reserves the right to furnish the account statement in addition to the CAS, if deemed fit in the interest of investor(s).</p> <p>Annual Report Scheme-wise Annual Report or an abridged summary thereof shall be mailed to all Unit Holders within four months from the date of closure of the relevant accounting year i.e. 31st March each year.</p> <p>Pursuant to Regulation 56 of SEBI (Mutual Funds) Regulations, 1996 and amendments thereto, read with SEBI circular No. Cir/ IMD/ DF/16/ 2011 dated September 8, 2011, the scheme wise annual report or an abridged summary thereof hereinafter shall be sent by AMC/Mutual Fund as under:</p> <p>(i) by e-mail only to the Unit holders whose e-mail address is available with the Fund,</p> <p>(ii) in physical form to the Unit holders whose email address is not available with the Fund and/or to those Unit holders who have opted / requested for the same.</p> <p>The physical copy of the scheme wise annual report or abridged summary shall be made available to the investors at the registered office of the AMC. A link of the scheme annual report or abridged summary shall be displayed prominently on the website of the Fund.</p> <p>Half yearly disclosures The Mutual Fund shall publish a complete statement of the Scheme portfolio within one month from the close of each half year (i.e. 31st March and 30th September) by way of an advertisement at least, in one National English daily and one regional newspaper in the language of the region where the head office of the Mutual Fund is located. The Portfolio Statement will also be displayed on the website of the AMC and AMFI.</p> <p>In terms of Regulations 59 and SEBI circular no. CIR/IMD/DF/21/2012 dated September 13, 2012, the AMC shall host the half-yearly financial statements of schemes of the Fund on its website and publish a notice in the newspapers regarding the availability of the same. In terms of Regulations 59 and SEBI circular no. CIR/IMD/DF/21/2012 dated September 13, 2012, the AMC shall within one month from the close of each half year, that is on 31st March and on 30th September, host a soft copy of its unaudited financial results on their website. The half-</p>			

yearly unaudited report shall contain details as specified in Twelfth Schedule and such other details as are necessary for the purpose of providing a true and fair view of the operations of the mutual fund.
Further, the AMC shall publish an advertisement disclosing the hosting of such financial results on its website www.peerlessmf.co.in in at least one English daily newspaper having nationwide circulation and in a newspaper having wide circulation published in the language of the region where the Head Office of the mutual fund is situated.

Monthly Portfolio disclosure

The Fund/AMC will disclose the Portfolio (along with ISIN) of all the Schemes on the last day of the month on its website www.peerlessmf.co.in on or before the tenth day of the succeeding month in a user-friendly and downloadable format.
The Annual Report, portfolio statement and the un audited financial results will also be displayed on the website of the Mutual Fund www.peerlessmf.co.in and Association of Mutual Funds in India www.amfiindia.com

Scheme's Portfolio Holding (top 10 holdings by issuer and fund allocation towards various sectors)

Portfolio holding (as on 31 May 2017)

Name of the Instrument	% to Net Assets
ITC Ltd.	7.25%
HDFC Bank Ltd	6.66%
ICICI Bank Ltd	4.74%
Hindustan UniLever Ltd.	4.12%
Housing Development Finance Corporation Ltd	3.65%
IndusInd Bank Ltd	3.44%
Engineers India Ltd.	3.22%
Motherson Sumi Systems Ltd.	3.14%
Kotak Mahindra Bank Ltd.	3.09%
Castrol India Ltd.	3.08%

Fund allocation towards various sectors (as on 31 May 2017)

Name of the Sector	% to Net Assets
Automobile	12.77%
Cement & Cement Products	4.10%
Chemicals	1.79%
Construction	3.22%
Consumer Goods	21.62%
Energy	8.60%
Financial services	27.95%
Industrial manufacturing	8.10%
IT	1.84%
Metals	3.28%
CBLO (including TBILL held as Collateral)/Reverse Repo/Net Current Assets/Cash/Cash Equivalent	6.73%

Latest monthly portfolio holding can be obtained on website of Peerless Mutual Fund on the following weblink:
http://peerlessmf.co.in/approach_investment.html
Scheme's Portfolio Turnover Ratio: 1.50 Times

Illustration of impact of expense ratio on scheme's return

	Illustration	
Opening AUM	900,000,000.00	900,000,000.00
Opening NAV	11.5160	11.5160
o/s Units	78,152,136.158	78,152,136.158
Market value of investment	900,250,000.00	900,250,000.00
Total Expense Ratio	1.9500%	2.1000%
Expenses	48,095.55	51,795.21
Closing AUM	900,201,904.45	900,198,204.79
Closing NAV	11.5186	11.5185
Scheme Returns	8.1883%	8.0383%



AGGREGATE INVESTMENT IN THE SCHEME BY:

AMC's Board of Directors: Rs. 4,40,487.01
Schemes's Fund Manager: Nil
Other Key Managerial Personnel: Rs. 12,90,992.60

Restriction on redemption	<p>In accordance with SEBI Circular No. SEBI/HO/IMD/DF2/CIR/P/2016/57 dated 31 May 2016, following requirements will be observed before imposing restriction on redemption in a scheme of Mutual Fund:</p> <ol style="list-style-type: none"> a. Restrictions may be imposed when there are circumstances leading to a systemic crisis or event that severely constricts market liquidity or the efficient functioning of markets such as: <ol style="list-style-type: none"> i. Liquidity issues, i.e. when markets at large become illiquid affecting almost all securities and not due to illiquidity of a specific security in the portfolio of a scheme due to poor investment decision. ii. Market failures or exchange closures due to unexpected events including political, economic, monetary or other emergencies. iii. Operational issues, i.e. exceptional circumstances caused by force majeure, unpredictable operational problems and technical failures. b. Restrictions on redemptions will not be imposed for more than 10 working days in any 90 days period, and will be imposed only after approval from AMC and Trustee Boards and intimation to SEBI. c. There will not be any restriction on redemption for requests upto Rs. 2 lakh and for any redemption request above Rs. 2 lakh, the restriction would not apply on the first Rs. 2 lakh.
Separate plan in peerless liquid fund for deployment of unclaimed amounts	<p>In accordance with SEBI circular dated February 25, 2016 on "Treatment of unclaimed redemption and dividend amounts", a separate plan is introduced, viz., "Peerless Liquid Fund – Unclaimed Redemption and Dividend Plan" in Peerless Liquid Fund, an open ended liquid scheme of Peerless Mutual Fund with effect from May 23, 2016.</p> <p>This plan is being introduced for the limited purpose of deploying the unclaimed redemption and dividend amounts into Peerless Liquid Fund. Hence regular investment by investors/ Unitholders or switches from existing schemes/plans will not be permitted in this Plan. This plan has only a growth option. Further, the Total Expense Ratio of this plan will be capped at 50 bps and there will be no exit load charged, as required under the aforesaid circular.</p> <p>The list of names and address of unitholders in whose folios there are unclaimed amounts are made available on our website www.peerlessmf.co.in. The details may be obtained by unitholders by providing proper credentials (like PAN, date of birth etc.). The information on unclaimed amount and its prevailing value will be separately disclosed in statement of accounts/ Consolidated Accounts Statement. Detailed process of claiming the unclaimed amount and the necessary forms/documents has also been made available on our website www.peerlessmf.co.in.</p> <p>Applicants/unitholders may contact our Investor Service Centres/ their distributors, for any additional information/clarifications.</p>
Who can invest	<p>The following persons (subject to, wherever relevant, purchase of unit of Mutual Funds, being permitted under respective constitutions, and relevant statutory regulations) are eligible and may apply for Subscription to the Unit of the Scheme:</p> <ol style="list-style-type: none"> 1. Resident adult individuals either singly or jointly (not exceeding three) or on an Anyone or Survivor basis; 2. Hindu Undivided Family (HUF) through Karta; 3. Minors through their parent / legal guardian; 4. Partnership Firms; 5. Limited Liability Partnerships 6. Proprietorship in the name of the sole proprietor; 7. Companies, Bodies Corporate, Public Sector Undertakings (PSUs.), Association of Persons (AOP) or Bodies of Individuals (BOI) and societies registered under the Societies Registration Act, 1860(so long as the purchase of Unit is permitted under the respective constitutions); 8. Banks (including Co-operative Banks and Regional Rural Banks) and Financial Institutions; 9. Religious and Charitable Trusts, Wakfs or endowments of private trusts (subject to receipt of necessary approvals as required) and Private trusts authorized to invest in mutual fund schemes under their trust deeds; 10. Non-Resident Indians (NRIs) / Persons of Indian origin (PIOs) residing abroad on repatriation basis or on non-repatriation basis; 11. Foreign Institutional Investors (FIIs) and their sub-accounts registered with SEBI on repatriation basis; 12. Army, Air Force, Navy and other para-military units and bodies created by such institutions; 13. Scientific and Industrial Research Organizations; 14. Multilateral Funding Agencies / Bodies Corporate incorporated outside India with the permission of Government of India / RBI 15. Provident/ Pension/ Gratuity Fund to the extent they are permitted; 16. Qualified Foreign Investors (QFI) on repatriation basis; 17. Foreign Portfolio Investor (FPI) as registered with SEBI on repatriation basis; 18. Other schemes of Peerless Mutual Fund or any other mutual fund subject to the conditions and limits prescribed by SEBI Regulations; 19. Trustee, AMC or Sponsor or their associates may subscribe to Units under the Scheme(s) 20. Such other person as maybe decided by the AMC from time to time. <p>Note: Minor Unit holder on becoming major shall submit application form along with prescribed documents to the AMC/Registrar to change the status from minor to major. On the day the minor attains the age of majority, the folio of minor shall be frozen for operation by the guardian and any transactions (including redemption) will not be permitted till the documents to change the status are not received by AMC /RTA.</p> <p>Prospective investors are advised to satisfy themselves that they are not prohibited by any law governing such entity and any Indian law from investing in the Scheme(s) and are authorized to purchase units of mutual funds as per their respective constitutions, charter documents, corporate / other authorizations and relevant statutory provisions.</p>
How is Peerless Equity Fund different from the existing open ended Equity schemes of the Peerless Mutual Fund	
Name of existing Scheme	Investment Objective / Primary Investment Pattern
Peerless Midcap Fund	The investment objective of the scheme is to generate medium to long-term capital appreciation by investing predominantly in equity and equity related securities of midcap companies.
Peerless Long Term Advantage Fund	<p>The Scheme will seek to invest predominantly in a diversified portfolio of equity and equity related instruments with the objective to provide investors with opportunities for capital appreciation and income generation along with the benefit of income tax deduction (under Section 80 C of the Income Tax Act, 1961) on their investments.</p> <p>Specified Investors in the Scheme are entitled to deductions of the amount invested in Units of the Scheme, subject to a maximum of Rs. 1,50,000/- under and in terms of Section 80 C (2) (xiii) of the Income Tax Act, 1961.</p> <p>Investment in this scheme would be subject to statutory lock-in period of 3 years from the date of allotment to be eligible for income tax benefit under section 80 C. There can be no assurance that the investment objective under the Scheme will be realized.</p>

	Asset Allocation			Differentiation	
	Type of instruments	% of Net Assets			
Peerless Midcap Fund	Equity and Equity Related Instruments of Midcap Companies	65%	100%	Seeks to build a portfolio comprising primarily of equity and equity related securities of midcap companies. The Scheme will not invest in derivatives.	
	Debt and Money Market Instruments	0%	35%		
Peerless Long Term Advantage Fund	Equity and Equity Related Instruments	80%	100%	<p>1. The Scheme is an open ended equity linked savings scheme and will invest upto 100% in equity and equity related instruments and has a statutory lock-in of 3 years from the date of allotment.</p> <p>2. The Scheme will not invest in derivatives.</p> <p>The fund would invest in companies which operate in fundamentally sound businesses and have the potential to generate good returns over the medium to long term. The scheme would invest in a diversified portfolio of such companies across sectors. It will also have the flexibility to invest in companies across the market capitalization spectrum</p>	
	Debt and Money Market Instruments	0%	20%		
Scheme	Asset under Management as on 31st May 2017 (Rs. Crores)			No. of folios as on 31st May 2017	
Peerless Midcap Fund	78.41			10,594	
Peerless Equity Fund	103.20			12,130	
Peerless Long Term Advantage Fund	27.33			2,714	

Please Note : All future communication in connection with this application should be addressed to the Registrar at the address given in this form, quoting full name of the applicant, the application serial number, amount invested, date and the place of the AMC / collection centre where the application was lodged / submitted.

ALWAYS CONNECTED			
Web site www.peerlessmf.co.in		Toll Free : 1800 103 8999 Non Toll Free : 022 61779922	 connect@peerlessmf.co.in
“Facility of Multilingual Account Statement & Helpline (Toll Free: 1800 103 8999) in English, Bengali & Malayalam”.			
PEERLESS FUNDS MANAGEMENT CO. LTD.			
Registered Office: Peerless Funds Management Co. Ltd. Peerless Mansion, 3rd Floor 1, Chowringhee Square, Kolkata 700069 Tel. 033 40185000, Fax. 033 40185010	Customer Service Cell: Peerless Funds Management Co. Ltd. 102, Centrepoint, J.B. Nagar, Andheri-Kurla Road, Andheri (East), Mumbai- 400059 Tel. 022 61779999, Fax. 022 61779996.	Registrar & Transfer Agent: Karvy Computershare Pvt. Ltd., (Unit: Peerless Mutual Fund), KARVY SELENIUM, Plot No. 31 & 32, Tower B, Survey No. 115/22 115/24 & 115/25, Financial District, Gachibowli, Nanakramguda, Seringampally Mandal, Hyderabad 500032, Telengana Tel. 91-40-33215121/ 5122/5123	
OUR BRANCHES			
EAST: Agartala 0381- 2380718, Contai 03220-289444, Ghatal 03225-256888, Durgapur: 09434471088, Guwahati 0361-2450888, Kolkata 033-40185000, Serampore 033-26520261, Siliguri 0353- 2432001			
SOUTH: Bengaluru 080-32211013, Chennai 044-28251447/1441, Coimbatore 0422-2540038, Hyderabad 040-27617126, Kannur 0497-2713635, Vizag: 0891 2712416			
NORTH: Jaipur 0141-2209910, Lucknow 9889335386, New Delhi 011-23721570/3/74			
WEST: Mumbai 022-61779999, Pune 020-26053737			