

# PEERLESS EQUITY FUND

## An Open Ended Equity Scheme

**Peerless**  
MUTUAL FUND

**Product Note: October, 2016**

### 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

Types of Instruments	Indicative Allocation (in %)		Risk Profile
	Minimum	Maximum	
Equity & equity related instruments @	80	100	Medium to High
Debt & Money Market Instruments @	0	20	Low to Medium

@ Including Derivative Instruments.

### Investment Strategy

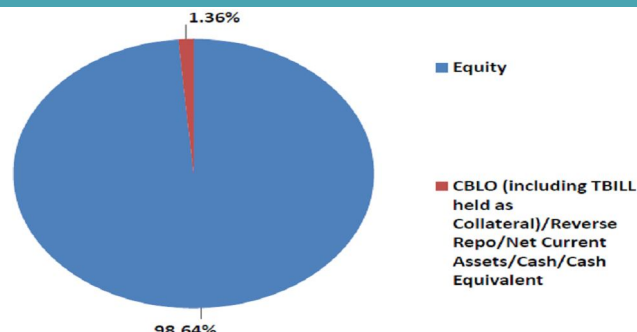
The investment strategy is driven by bottom-up approach and hence do not have any sectoral bias. The portfolio is constructed using a score based stock picking methodology named Peerless Score of Financial Strength (PSFS). It takes into account some key financial parameters like Return on Capital Employed (RoCE), Free Cash Flows (FCF) (for manufacturing companies) and Return on Equity (RoE) and Return on Asset (RoA) (for banking companies). Individual stock weights are driven by qualitative analysis and considering other fundamental factors.

### Benefits of Investing

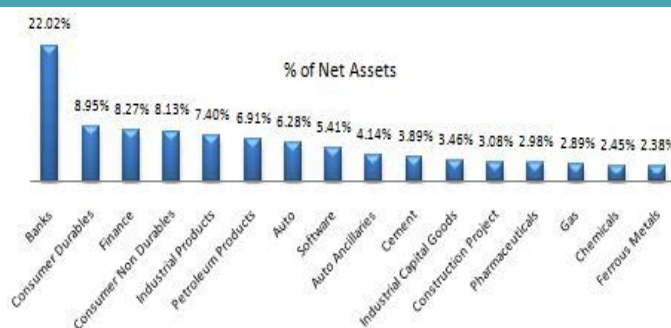
- Large cap oriented fund with tactical allocation to midcap company.
- Very low portfolio churning leading to low transaction cost.
- Robust stock picking process in order to eliminate companies with relatively inferior track record.
- Strong emphasis on risk management to mitigate the inherent volatility of a portfolio due to broad market.

#As on 31<sup>st</sup> October 2016

### Asset Allocation Profile<sup>#</sup>



### Industry Allocation (Equity)<sup>#</sup>



### Fund Features

<b>Inception Date</b>	28th September, 2011
<b>Fund Manager</b>	Mr. Amit Nigam - Total Experience 14 years
<b>Minimum Investment Amount</b>	₹ 1,000/- and in multiples of ₹ 1/- thereafter
<b>Options and Plans</b>	Plans: Regular and Direct Options: Growth and Dividend
<b>Benchmark</b>	Nifty 50 Index
<b>Entry / Exit Load</b>	Entry Load: NA Exit Load: Nil
<b>Assets Under Management (AUM)</b>	₹ 98.74Cr (Monthly AAUM for October, 2016) ₹ 97.52Cr (AUM as on 31st October, 2016)
<b>Portfolio Analytics<sup>#</sup></b>	Standard Deviation*: 12.08% Benchmark Standard Deviation*: 13.96% Sharpe Ratio~: 0.83 Beta: 0.80

\*Statistical returns based on monthly returns over the past 3 year data as on October 31, 2016.

~ 1 day MIBOR has been assumed as the risk-free rate of return.

### Product Labelling

Peerless Equity Fund (An Open Ended Equity Scheme)

RISKOMETER

**THIS PRODUCT IS SUITABLE FOR INVESTORS WHO ARE SEEKING\***

- Capital appreciation over long term.
- Investment in equity & equity related securities diversified over various sectors.

\* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

