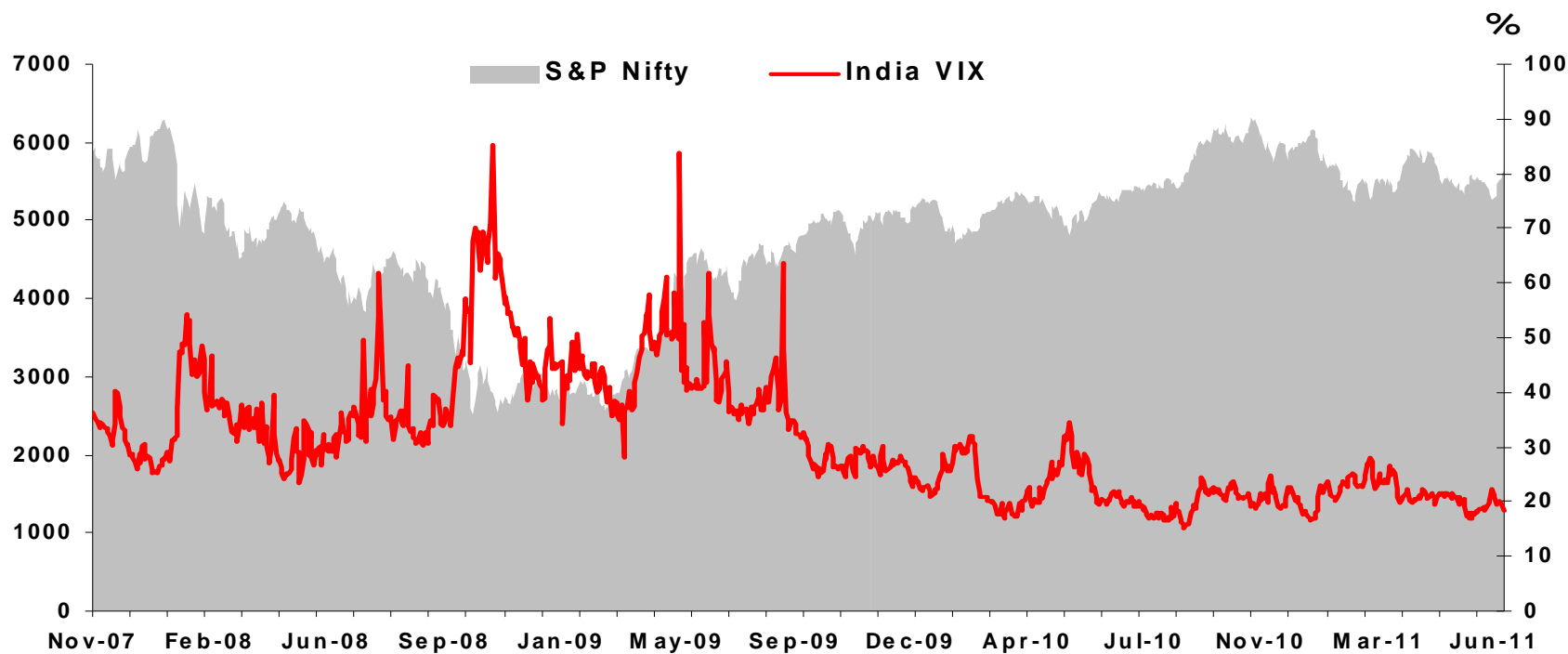


Religare MF SIP

the age old adage of tortoise **winning the race** still holds true

July 2011

Does timing the market works...?



- Volatility is an integral part of the stock markets
- Markets are unpredictable. i.e. it is difficult to pick the best time to buy or sell

Source: nseindia.com. India VIX - volatility index

What do the experts say about this..

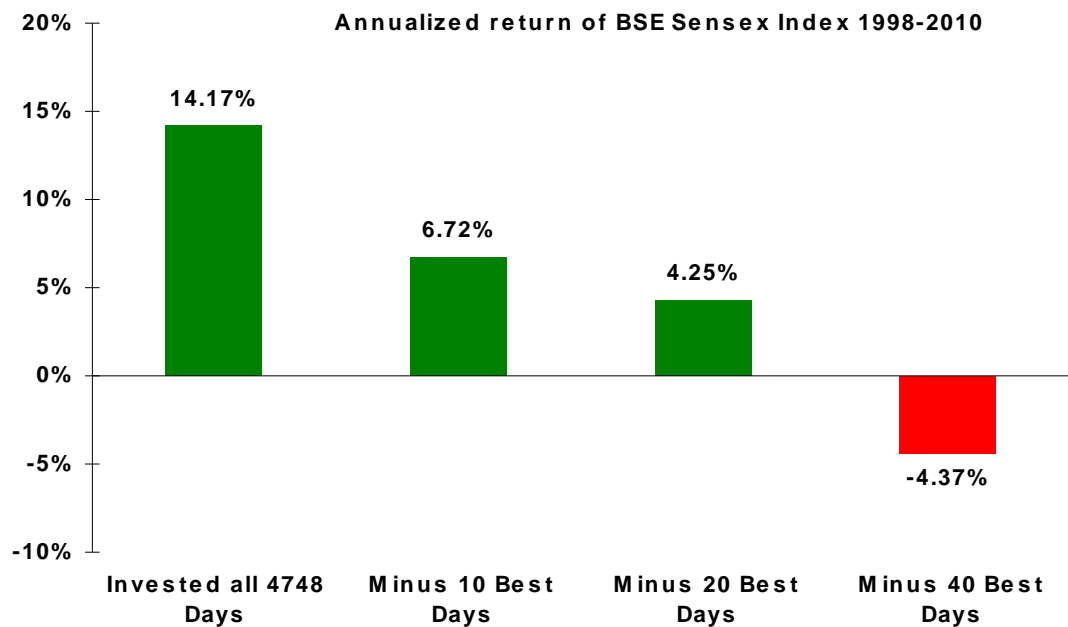
"After nearly 50 years in this business, I do not know anybody who has done it (market timing) successfully and consistently. I do not know of anybody who knows anybody who has done it successfully and consistently." **(John C. Bogle in Common Sense on Mutual Funds)**

"There's something in people, you might even call it a little bit of a gambling instinct ... I tell people [investing] should be dull. It shouldn't be exciting. Investing should be more like watching paint dry or watching grass grow. If you want excitement, take \$800 and go to Las Vegas." **(Paul Samuelson in The Ultimate Guide to Indexing)**

"No one--not the pundits from the big brokerage firms, not the newsletter writers, not the mutual fund managers, and certainly not your broker--can predict where the market will go tomorrow or next year." **(Wm Bernstein in The Four Pillars of Investing)**

"Timing the market is for losers. Time IN the market will get you to the winner's circle, and you'll sleep a lot better at night." **(Michael LeBoeuf in The Millionaire in You)**

It's TIME in the market, not timing the market..



- Missing just a few good days of the market can reduce the return potential significantly
- Timing the market can lead to portfolio losses

Data for period from 1.1.98 to 31.12.10. **Disclaimer:** The illustration above is merely indicative in nature and should not be construed as investment advice. It does not in any manner imply or suggest the performance of any Religare Mutual Fund Scheme(s).



Downside risk diminishes over time...

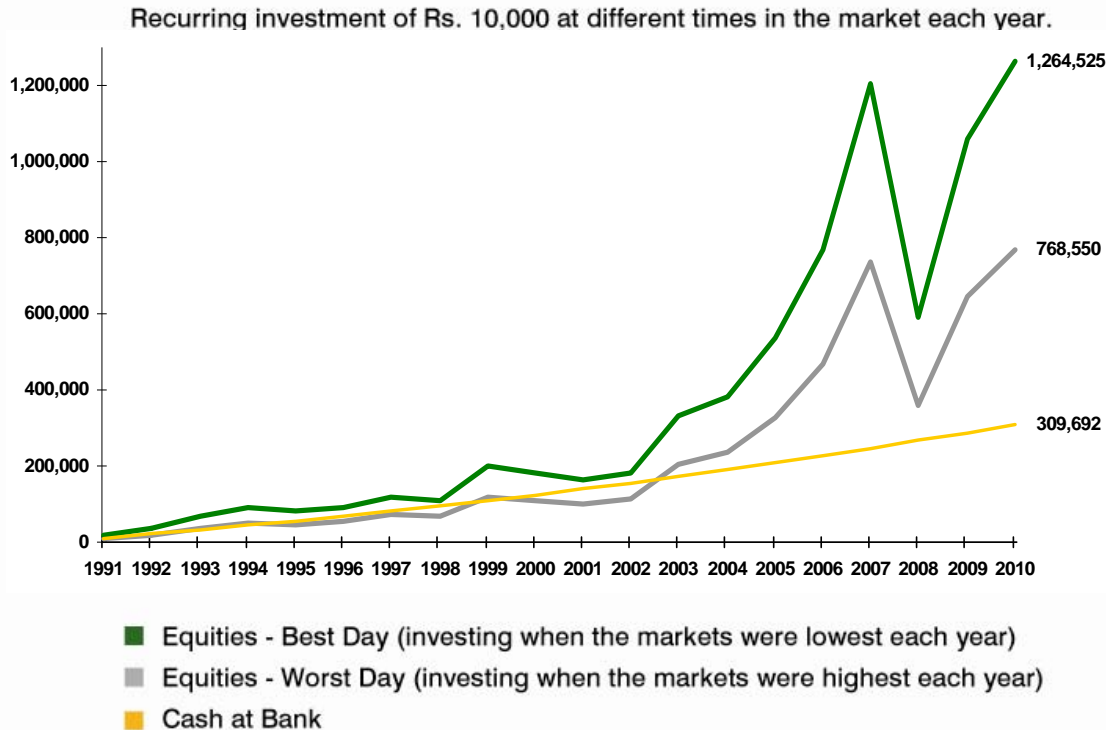
The percentage of time, the BSE Sensex posted a positive return over different rolling time periods from 1998 - 2010.



- The probability of generating positive rate of return is higher when invested for longer term

Data for period from 1.1.98 to 31.12.10. **Disclaimer:** The illustration above is merely indicative in nature and should not be construed as investment advice. It does not in any manner imply or suggest the performance of any Religare Mutual Fund Scheme(s).

Any time is a good time to start investing...



- It's not when, but if you invest that counts more
- Waiting for the right moment to enter the markets can lead to missed opportunities
- The penalty of not investing at all is far greater than getting the time of entry into the markets wrong
- Even investing in worst market conditions can help us grow our wealth

Equity investment is represented by the value of CNX S&P Nifty from 1990 onwards, and does not account for any fees or expenses. Cash investments are assumed to be growing at a constant rate of 4 percent p.a. **Disclaimer:** The illustration above is merely indicative in nature and should not be construed as investment advice. It does not in any manner imply or suggest the performance of any Religare Mutual Fund Scheme(s).



How to avoid the 'timing' trap...

- A staggered approach to investment can help in combating volatility.
- A systematic Investment Plan (SIP) is a convenient way to achieve this objective.

"SIP is a strategy whereby an investor commits to invest a fixed amount at specified intervals. This ensures that he buys more units when prices are lower and fewer units when prices are rising, thereby resulting in lower average cost per unit in most situations "

How does a SIP help?

- Works on the principle of rupee cost averaging
- Investing at pre-defined intervals inculcates discipline
- Works best in volatile market conditions
- Allows you to buy more unit when markets are down, buys less units when markets are rising
- Results in a lower average cost per unit in most situations
- It is easy on the wallet too, as we don't have to commit large sums of money at one go

The proof of the pudding...is in the eating

Investing Rs 1000 per month into a scheme that had a NAV of Rs 10, at the time of initial investment

SIP investment in different market conditions							
Month	Amount Invested	Rising Market		Falling Market		Volatile Market	
		NAV	Units Allotted	NAV	Units Allotted	NAV	Units Allotted
1	1,000	10	100	10	100	10	100
2	1,000	12	83.33	8	125	12	83.33
3	1,000	14	71.43	6	166.67	8	125
4	1,000	16	62.5	4	250	10	100
Total	4,000		317.26		641.67		408.33
Average cost per unit (Rs)			12.61		6.23		9.8

Lumpsum investment			
Month	Amount Invested	Lumpsum Investment	
		NAV	Units Allotted
1	4,000	10	400
2	--		
3	--		
4	--		
Total	4,000		400
Average cost per unit (Rs)			10

- Systematic investing ensures that the average cost of acquisition is lower in most situations.

Note: NAVs as on the first business day of each month.

Disclaimer: The illustration above is merely indicative in nature and should not be construed as investment advice. It does not in any manner imply or suggest performance of any Religare Mutual Fund Scheme(s). Rupee cost averaging neither ensures profit nor protects you from making a loss in declining markets. Please read risk factors on last slide.



Let Time and Compounding work for you..

Start Early

Mr. A	
Starting age of investment	35 Years
Annual savings	Rs. 1 Lac
Rate of Interest	8% p.a
Total cumulative investment	Rs. 25 Lacs*
Investment value at age 60	Rs. 78.9 Lacs**

Mr. B	
Starting age of investment	25 Years
Annual savings	Rs. 1 Lac
Rate of Interest	8% p.a
Total cumulative investment	Rs. 35 Lacs*
Investment value at age 60	Rs. 1.86 crores**

A deficit of Rs 10 lacs in the total savings basket for Mr. A – due to starting late at age 35 vis-à-vis Mr. B - has made a difference of Rs 1.07 crores in the retirement basket.

* At the age of 60

** Based on 8% p.a compounded annually

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Let Time and Compounding work for you..

Power of Compounding

Mr. A

Starting age of investment	25 Years
Annual savings	Rs. 1 Lac
Rate of Interest	8% p.a
Total cumulative investment	Rs. 35 Lacs*
Investment value at age 60	Rs. 1.86 crores[^]

Mr. B

Starting age of investment	25 Years
Annual savings	Rs. 1 Lac
Rate of Interest	10% p.a
Total cumulative investment	Rs. 35 Lacs*
Investment value at age 60	Rs. 2.98 crores[#]

A small difference in the annual rate of interest has resulted in a surplus of Rs. 1.12 crores for Mr. B, in the retirement basket.

* At the age of 60

[^] Based on 8% p.a compounded annually

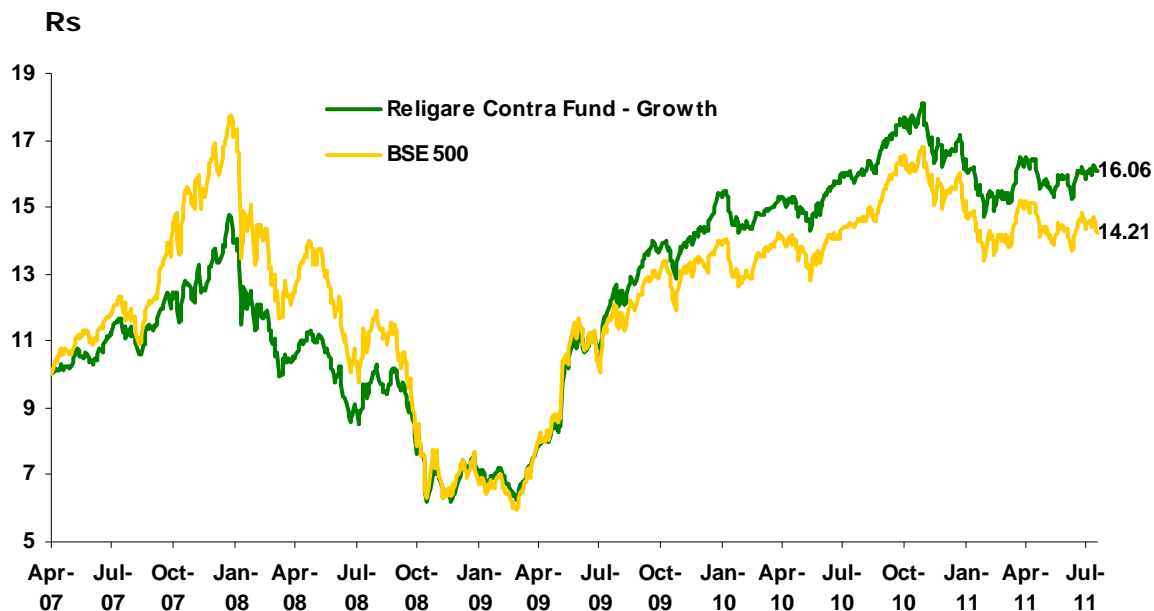
[#] Based on 10% p.a compounded annually

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Actual experience with Religare Contra Fund

NAV movement vis-à-vis benchmark ^



Past performance may or may not be sustained in future. Inception Date: Apr 11, 2007. ^ Benchmark – BSE 500. The above calculation is based on the 1st declared NAV date i.e 12/04/07

SIP Investment

Monthly Investment

Rs.1,000/-

No of Months

52

Total Investments Made

Rs. 52,000/-

Value of invt. as on 29th Jul 11*

Scheme	Rs.72,163/-
Benchmark ^	Rs.62,886/-

Annualised return on Invt.*

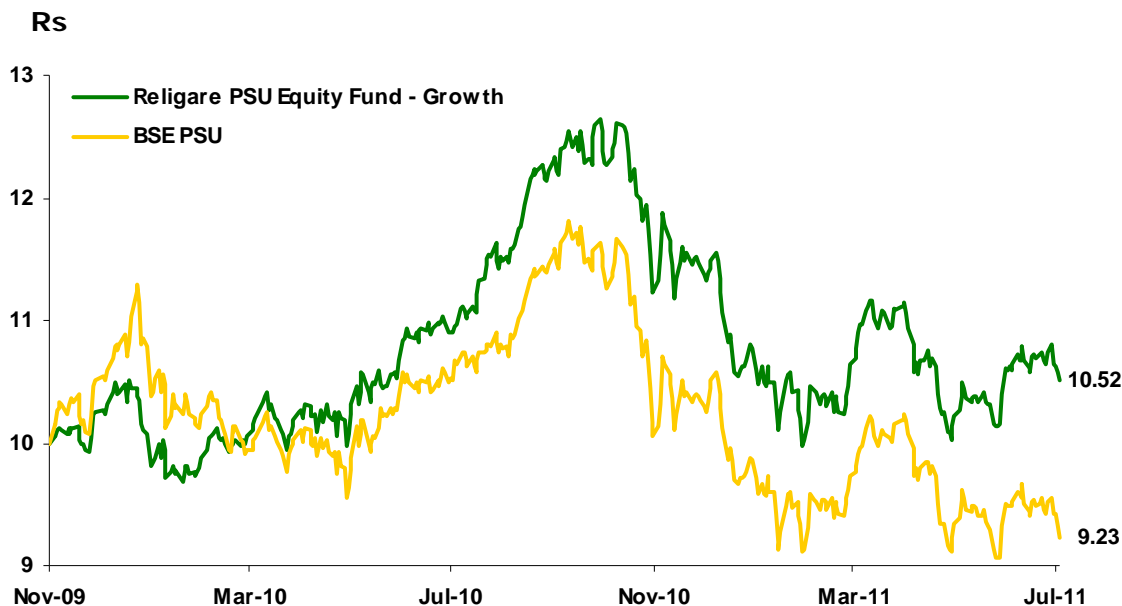
Scheme	15.25%
Benchmark ^	8.76%

Rs. 1000/- invested on the first business day of every month since inception. * Load is not taken into consideration and the Returns are of Growth Option. Investors are advised to refer to the Relative Performance table furnished at the end of presentation for non SIP returns. Please refer to SIP Enrollment Form available on our website www.religaremf.com or with the distributors or contact nearest ISC for SIP terms and conditions including load structure. **Please refer last slide for disclaimer and risk factors.** XIRR method used to calculate SIP returns



Actual experience with Religare PSU Equity Fund

NAV movement vis-à-vis benchmark ^



Past performance may or may not be sustained in future. Inception Date: Nov 18, 2009. ^ Benchmark – BSE PSU Index. The above calculation is based on the 1st declared NAV date i.e 27/11/2009

Rs. 1000/- invested on the first business day of every month since inception. * Load is not taken into consideration and the Returns are of Growth Option. Investors are advised to refer to the Relative Performance table furnished at the end of presentation for non SIP returns. Please refer to SIP Enrollment Form available on our website www.religaremf.com or with the distributors or contact nearest ISC for SIP terms and conditions including load structure. **Please refer last slide for disclaimer and risk factors.** XIRR method used to calculate SIP returns

SIP Investment

Monthly Investment

Rs.1,000/-

No of Months

21

Total Investments Made

Rs. 21,000/-

Value of invt. as on 29th Jul 11*

Scheme	Rs.20,539/-
Benchmark ^	Rs.18,845/-

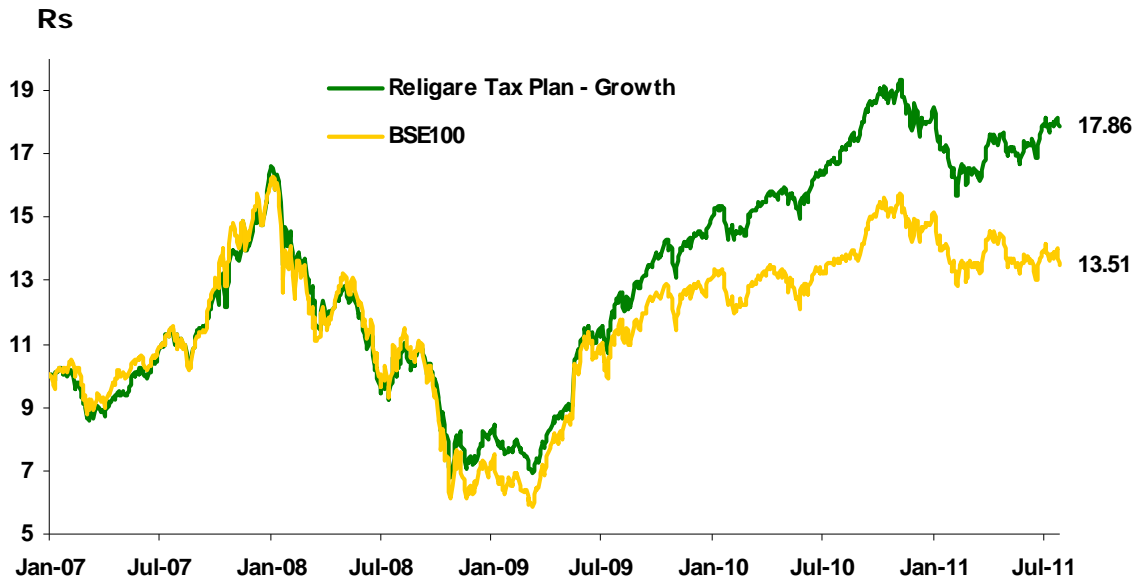
Annualised return on Invt.*

Scheme	-2.44%
Benchmark ^	-11.47%



Actual experience with Religare Tax Plan#

NAV movement vis-à-vis benchmark ^



Past performance may or may not be sustained in future. Inception Date: Dec 29, 2006. ^ Benchmark – BSE 100. The above calculation is based on the 1st declared NAV date i.e 02/01/07

#an open ended equity linked savings scheme with lock-in period of 3 years

Rs. 1000/- invested on the first business day of every month since inception. * Load is not taken into consideration and the Returns are of Growth Option. Investors are advised to refer to the Relative Performance table furnished at the end of presentation for non SIP returns. Please refer to SIP Enrollment Form available on our website www.religaremf.com or with the distributors or contact nearest ISC for SIP terms and conditions including load structure. **Please refer last slide for disclaimer and risk factors.** XIRR method used to calculate SIP returns

SIP Investment

Monthly Investment

Rs.1,000/-

No of Months

55

Total Investments Made

Rs. 55,000/-

Value of invt. as on 29th Jul,11 *

Scheme Rs.81,119/-

Benchmark ^ Rs.66,543/-

Annualised return on Invt.*

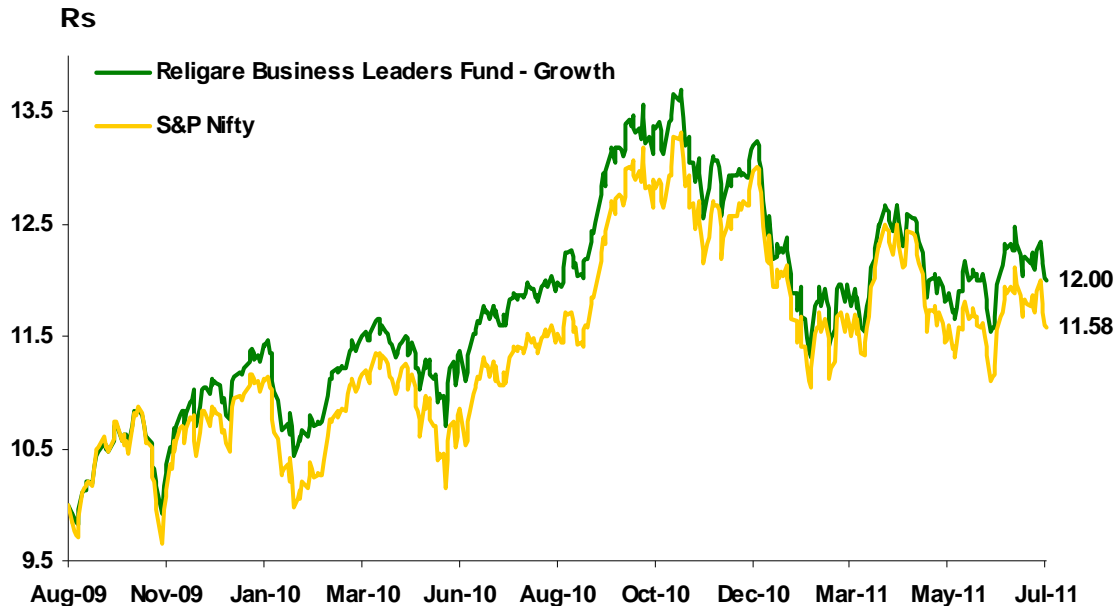
Scheme 17.10%

Benchmark ^ 8.29%



Actual experience with Religare Business Leaders Fund

NAV movement vis-à-vis benchmark ^



Past performance may or may not be sustained in future. Inception Date: Aug 21, 2009. ^ Benchmark – S&P Nifty. The above calculation is based on the 1st declared NAV date i.e 28/08/09

Rs. 1000/- invested on the first business day of every month since inception. * Load is not taken into consideration and the Returns are of Growth Option. Investors are advised to refer to the Relative Performance table furnished at the end of presentation for non SIP returns. Please refer to SIP Enrollment Form available on our website www.religaremf.com or with the distributors or contact nearest ISC for SIP terms and conditions including load structure. **Please refer last slide for disclaimer and risk factors.** XIRR method used to calculate SIP returns

SIP Investment

Monthly Investment

Rs.1,000/-

No of Months

24

Total Investments Made

Rs. 24,000/-

Value of invt. as on 29th Jul,11*

Scheme Rs.24,879/-

Benchmark ^ Rs.24,657/-

Annualised return on Invt.*

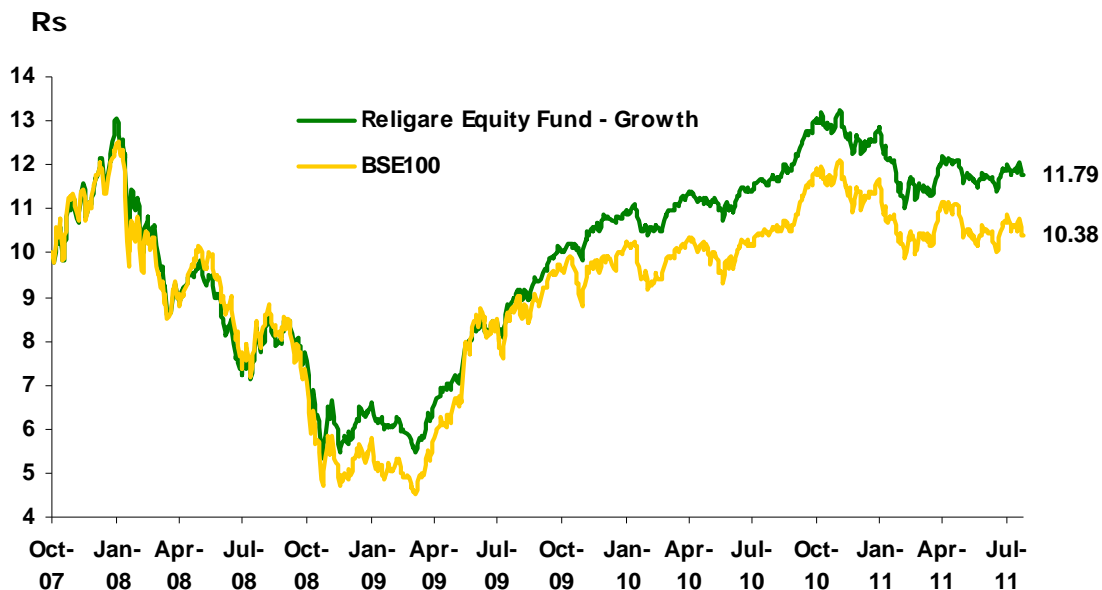
Scheme 3.54%

Benchmark ^ 2.65%



Actual experience with Religare Equity Fund

NAV movement vis-à-vis benchmark ^



Past performance may or may not be sustained in future. Inception Date: Oct 4, 2007. ^ Benchmark – BSE 100. The above calculation is based on the 1st declared NAV date i.e 05/10/07

SIP Investment

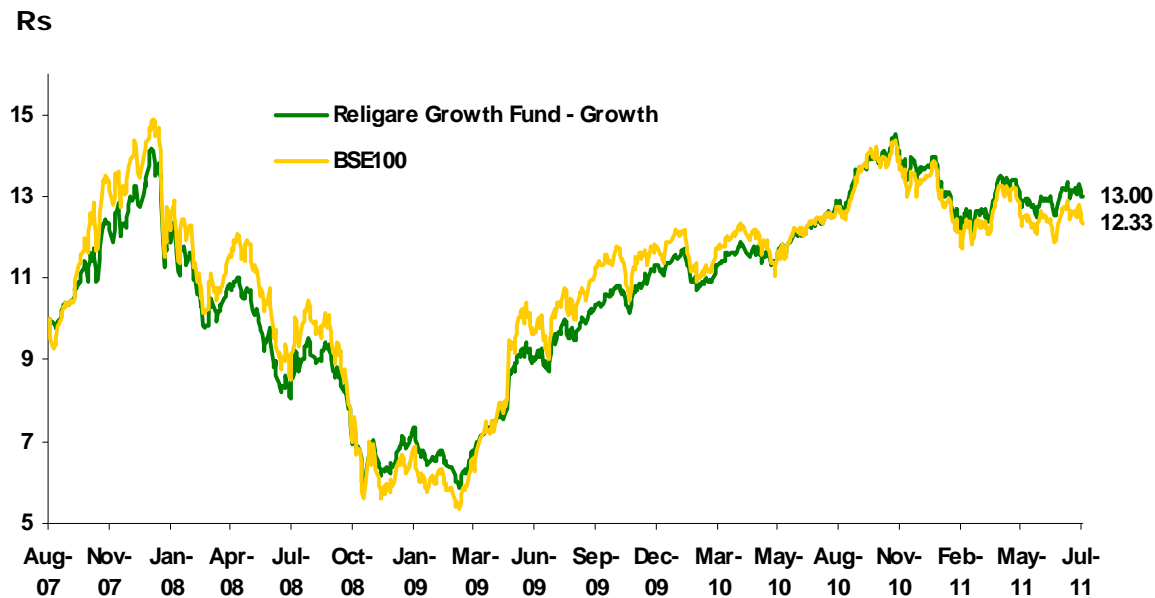
Monthly Investment	
Rs.1,000/-	
No of Months	
46	
Total Investments Made	
Rs. 46,000/-	
Value of invt. as on 29 th Jul,11	
Scheme	Rs.57,623/-
Benchmark ^	Rs.54,632/-
Annualised return on Invt.*	
Scheme	11.82%
Benchmark ^	8.98%

Rs. 1000/- invested on the first business day of every month since inception. * Load is not taken into consideration and the Returns are of Growth Option. Investors are advised to refer to the Relative Performance table furnished at the end of presentation for non SIP returns. Please refer to SIP Enrollment Form available on our website www.religaremf.com or with the distributors or contact nearest ISC for SIP terms and conditions including load structure. **Please refer last slide for disclaimer and risk factors.** XIRR method used to calculate SIP returns



Actual experience with Religare Growth Fund

NAV movement vis-à-vis benchmark ^



Past performance may or may not be sustained in future. Inception Date: Aug 09, 2007. ^ Benchmark – BSE 100. The above calculation is based on the 1st declared NAV date i.e 13/08/07

SIP Investment

Monthly Investment

Rs.1,000/-

No of Months

48

Total Investments Made

Rs. 48,000/-

Value of invt. as on 29th Jul,11 *

Scheme	Rs.61,013/-
Benchmark ^	Rs.57,087/-

Annualised return on Invt.*

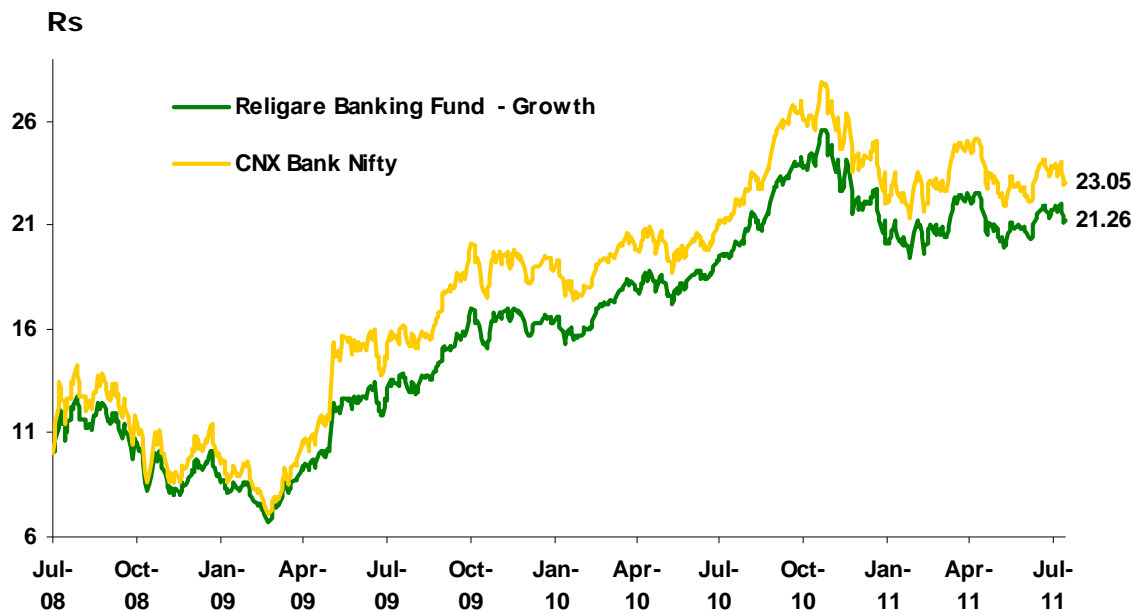
Scheme	12.06%
Benchmark ^	8.67%

Rs. 1000/- invested on the first business day of every month since inception. * Load is not taken into consideration and the Returns are of Growth Option. Investors are advised to refer to the Relative Performance table furnished at the end of presentation for non SIP returns. Please refer to SIP Enrollment Form available on our website www.religaremf.com or with the distributors or contact nearest ISC for SIP terms and conditions including load structure. **Please refer last slide for disclaimer and risk factors.** XIRR method used to calculate SIP returns



Actual experience with Religare Banking Fund

NAV movement vis-à-vis benchmark ^



Past performance may or may not be sustained in future. Inception Date: Jul 14, 2008. ^ Benchmark – BSE 100. The above calculation is based on the 1st declared NAV date i.e 16/07/08

Rs. 1000/- invested on the first business day of every month since inception. * Load is not taken into consideration and the Returns are of Growth Option. Investors are advised to refer to the Relative Performance table furnished at the end of presentation for non SIP returns. Please refer to SIP Enrollment Form available on our website www.religaremf.com or with the distributors or contact nearest ISC for SIP terms and conditions including load structure. **Please refer last slide for disclaimer and risk factors.** XIRR method used to calculate SIP returns

SIP Investment

Monthly Investment	
Rs.1,000/-	
No of Months	
37	
Total Investments Made	
Rs. 37,000/-	
Value of invt. as on 29 th Jul, 11 *	
Scheme	Rs.55,400/-
Benchmark ^	Rs.54,143/-
Annualised return on Invt.*	
Scheme	27.40%
Benchmark ^	25.74%



How to start an SIP?

- 1st installment in form of a cheque
- Fill the Common Application form and Auto Debit form
- Choose from monthly or quarterly SIP investment option
- Minimum investments :

Option	Minimum Amount	Minimum Installments*
Monthly	Rs. 500/- per month and in multiples of Re. 1/- thereafter (upto Rs. 1,000/-)	12
	Rs. 1,000/- per month and in multiples of Re. 1 thereafter	6
Quarterly	Rs. 1,500/- per month and in multiples of Re. 1/- thereafter	4

* Except for Religare Tax Plan : Rs. 500 per month / quarter and in multiples of Rs. 500/- thereafter.

- Installments can happen on any of the following dates 3rd or 10th or 15th or 20th or 25th of every month / quarter (Jan, April, July, Oct)

Scheme Performance - Lumpsum Returns

Fund Name	1 Year\$		3 Year\$\$		Since inception\$\$	
	Fund^	BM	Fund^	BM	Fund^	BM
Religare PSU Equity Fund (Inception Date : Nov 18, 2009)	-4.10	-13.25	--	--	3.03	-5.90
Religare Contra Fund (Inception Date : April 11, 2007)	1.96	-1.30	19.19	8.79	11.76	8.38
Religare Growth Fund (Inception Date : Aug 9, 2007)	5.23	-0.20	13.44	8.41	6.57	5.26
Religare Tax Plan (Inception Date : Dec 29, 2006)	6.54	-0.20	20.38	8.41	13.80	7.04
Religare Equity Fund (Inception Date : Oct 4, 2007)	1.46	-0.20	14.47	8.41	5.95	0.82
Religare Business Leaders Fund (Inception Date : Aug 21, 2009)	1.68	2.13	--	--	10.37	10.35
Religare Banking Fund (Inception Date : July 14, 2008)	7.44	7.21	24.3	23.93	26.03	27.44

^ Past performance may or may not be sustained in future.

\$Absolute Returns. \$\$ Compounded Annualised Returns. Returns are of Growth option.

Benchmark: Religare PSU Equity Fund: BSE PSU Index, Religare Contra Fund: BSE 500. Religare Growth Fund: BSE 100. Religare Tax Plan: BSE 100. Religare Equity Fund: BSE 100. Religare Business Leaders Fund: S&P Nifty. Religare Banking Fund: CNX Bank Index.

Returns as on 29th July 2011.



Disclaimer

Disclaimer: The investment simulation is for illustrative purposes only and should not be construed as a promise on minimum returns and safeguard of capital. The AMC / Mutual Fund is not guaranteeing or promising or forecasting any returns. SIP does not assure a profit or guarantee protection against a loss in a declining market. Please refer SIP Enrolment Form or contact nearest ISC for terms and conditions of SIP including load structure.

Risk Factors: All mutual funds and securities investments are subject to market risks and there can be no assurance that the objective of Scheme(s) will be achieved. Investment in Mutual Fund units involve investment risks such as trading volumes, settlement risk, liquidity risks, default risk including the possible loss of capital. **As with any investment in securities, the NAV of the units issued under Scheme(s) may go up or down depending upon the factors and forces affecting the securities markets.** Past performance of the Sponsor and its affiliates / AMC / Mutual Fund and its Scheme(s) do not indicate the future performance of the Scheme of the Mutual Fund. **Religare Contra Fund, an open ended equity scheme, Religare Tax Plan, an open ended equity linked savings scheme with lock-in period of 3 years, Religare Equity Fund, an open ended Equity Scheme, Religare Growth Fund, an open ended Diversified Equity Scheme, Religare Banking Fund, an open ended Banking Sector Scheme are only the name(s) of the Scheme(s) and do not in any manner indicate either the quality of the Scheme(s) or their future prospects and returns.** **Investment Objective: Religare Contra Fund:** To generate capital appreciation through investment in equity and equity related instruments. The Scheme will seek to generate capital appreciation through means of contrarian investing. **Religare Tax Plan:** To generate long term capital growth from a diversified portfolio of predominantly equity and equity-related securities. **Religare Business Leaders Fund:** To generate long term capital appreciation by investing in equity and equity related instruments including equity derivatives of companies which in our opinion are leaders in their respective industry or industry segment. **Religare PSU Equity Fund:** To generate capital appreciation by investing in equity and equity related instruments of companies where the Central / State Government(s) has majority shareholding or management control or has powers to appoint majority of directors. **Religare Equity Fund:** To generate long-term capital growth from a focused portfolio of predominantly equity and equity-related securities. **Religare Growth Fund:** To generate long-term capital growth from a diversified portfolio of predominantly equity and equity-related securities. **Religare Banking Fund:** To generate long-term capital growth from a portfolio of equity and equity-related securities of companies engaged in the business of banking and financial services. **SIP Load Structure: Entry Load:** Nil. **Exit Load (Except Religare Tax Plan):** In respect of each SIP installment, an Exit Load of 1% is payable, if units are redeemed / switched-out on or before 1 year from the date of allotment. In respect of each SIP installment, no Exit Load is payable, if units are redeemed / switched-out after 1 year from the date of allotment. **Religare Tax Plan:** Nil. **Please read the Statement of Additional Information / Scheme Information Document(s) / Key Information Memorandum(s) of respective Scheme(s) before investing.** In view of individual nature of tax consequences, each investor is advised to consult his/her own professional tax advisor. **Statutory Details:** Religare Mutual Fund has been set up as a trust sponsored by Religare Securities Ltd. (liability restricted to Rs. 1,50,000/-) with Religare Trustee Company Ltd. as the Trustee (Trustee under the Indian Trusts Act, 1882) and with Religare Asset Management Company Ltd. as the Investment Manager.

Mktg/0711/C00256