

5 IMPORTANT POINTS:

1. A consistent track record of more than 13 years
2. Have stood the test of time across various market cycles of boom and bust
3. Focus is currently to buy into fundamentally undervalued companies with large cap bias
4. Adopts a mix of top down and bottom up approach to stock picking
5. Cumulative dividends of ₹ 32.60 paid on ₹ 10 invested at inception. (See table below)

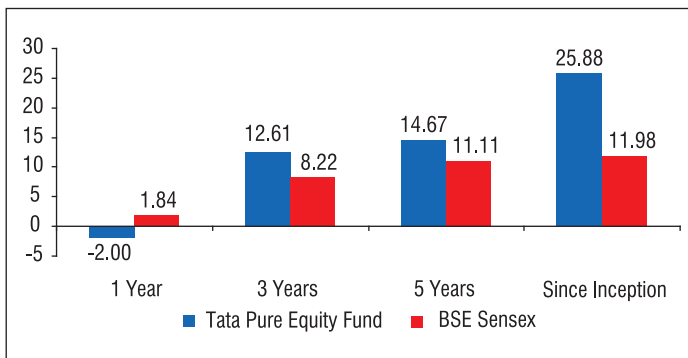
Past performance may or may not be sustained in future.

Why invest in Equity Diversified Funds?

- ▶▶▶ An equity diversified fund is a classical entry point for any mutual fund investor as it follows the most classical style of diversified investments.
- ▶▶▶ It invests in companies from a broad range of sectors thus minimizing the risk of over-concentration in any one particular sector.
- ▶▶▶ Such funds should form the core of any investment portfolio as it aims to provide steady and consistent returns over long term investment horizon.

Why Tata Pure Equity Fund?

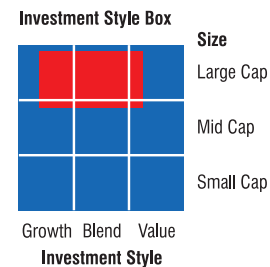
▶▶▶ Fund Performance (% CAGR) as on 31st July 2011



Past Performance may or may not be sustained in future. Returns are given for growth option. All payouts during the period are assumed to be reinvested in the units of the scheme at the then prevailing NAV & while calculating returns dividend distribution tax is excluded. Date of Inception: May 7, 1998

- ▶▶▶ The fund has a consistent track record of 13 years, which also reflects the ability of the fund to have stood the test of time across various market cycles of boom and bust.
- ▶▶▶ Tata Pure Equity Fund is an equity diversified fund with a current focus to buy into fundamentally undervalued large cap companies.
- ▶▶▶ The fund adopts a mix of top down and bottom up approach to stock picking.

Investment Style Matrix as on 31st July 2011



The above investments style matrix is based on the current portfolio and is subject to change from time to time.

Dividend History

Dividend per unit (₹)	NAV (₹) (Date of Declaration of dividend)
2.00	17.7633 (07/01/2004)
1.50	15.1738 (25/03/2004)
2.00	17.3620 (02/12/2004)
1.50	16.7626 (27/04/2005)
1.00	21.9085 (17/01/2006)
3.00	31.5816 (01/06/2007)
2.00	22.9656 (17/04/2009)
2.00	38.2936 (09/07/2010)

Past performance may or may not be sustained in future. After payment of dividend the NAV will fall to the extent of dividend payout and statutory levy, if any. (Unit Face Value - ₹ 10/-). Dividend data is from the year 2004.

TATA MUTUAL FUND'S



*Focus 6 is the sales & marketing approach adopted by Tata Mutual Fund (TMF) whereby 6 schemes at a time are identified for the purpose of sales promotion. Tata Mutual Fund also offers a wide range of products to meet investor's needs and financial objectives.

Please turn overleaf for risk factors, statutory & other details.

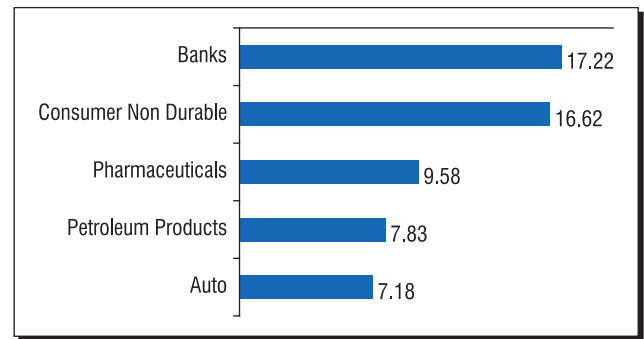
SIP Returns

Investment Period	Total Investment	Present Value of Investment as on July 11, 2011 (₹)	CAGR (%) on Investment
Last 1 year	12000	11775	-4.06
Last 3 years	36000	46506	18.37
Last 5 years	60000	81316	12.50
Since Disclosure of 1st NAV May 7, 1998	158000	915366	24.45

Past performance may or may not be sustained in future. Dividend assumed to be reinvested. Benchmark Returns through SIP route: BSE Sensex Last 1 year -2.60%, last 3 years 16.47% and last 5 years 9.69%, Since Inception 16.33%. Investment of ₹ 1,000 p.m. is assumed to be made on 10th of every month, if not then the next business day.

Source: www.mutualfundsindia.com

Top 5 Sectors as on 31st July 2011



Top 10 Holdings as on 31st July 2011

Scrip Name	% Net Assets
ITC Ltd	5.76
HDFC Bank Ltd	5.19
Bharti Airtel Ltd.	4.76
Reliance Industries Ltd.	4.21
Hindustan Unilever Ltd	4.19
ICICI Bank Ltd	4.08
Infosys Limited	3.90
Mahindra & Mahindra Ltd.	3.76
Oil & Natu. Gas Co.	3.56
State Bank Of India	3.45
Other Equities	54.90
Cash & Others	2.24
Total Net Assets	100.00

Key Fund details

Date of Inception : May 7, 1998.

Average Fund Corpus : ₹ 610.86 Crores*.

Investment Options:

1. Growth option
2. Dividend option: Dividend Payout or Dividend Re-Investment

Min. Purchase Investment : ₹ 5000/- & in multiples of ₹ 1/- thereafter.

Min. Additional Purchase : ₹ 1000/- & in multiples of ₹ 1/- thereafter.

Min. redemption and switches : Redemption / switches request can be made in amounts with Min. of ₹ 500 or 50 units or for all the Units.

Min. SIP Amount (Monthly) : ₹ 500/- & in multiples of ₹ 1/- thereafter. Min. of 12 installments or 6 if the amount is ₹ 1,000/- each & in multiples of ₹ 1/-.

Min. SIP Amount (Quarterly) : ₹ 1000/- & in multiples of ₹ 1/- thereafter. Min. of 6 installments or 4 if the amount is ₹ 1,500/- each & in multiples of ₹ 1/-.

SIP dates for investing : Any day of the month. (For standing instructions in SBI SIP is available on the following dates: 01st, 07th, 10th, 15th, 20th, 25th and 28th)

Liquidity : All business day.

Transparency of operation /NAV Disclosure: All business day.

* For the period 1st May 2011 to 31st July 2011

Distributed by:

E-mail: kiran@tataamc.com SMS: 'TMF' to 57575 Call us at: 1800-209-0101 (Lines open on Sundays also)

Nature & Investment Objective: An open ended equity scheme. To provide income distribution and / or medium to long term capital gains while at all times emphasising the importance of capital appreciation. **Applicable Loads: Entry Load (including SIP):** Nil. **Exit Load (including SIP):** 1% of the applicable NAV if redeemed on or before expiry of 365 days from the date of allotment. **Statutory Details: Investment Manager:** Tata Asset Management Ltd. **Trustee:** Tata Trustee Company Ltd., 9th Floor, Mafatal Centre, Nariman Point, Mumbai - 400 021. **Constitution:** Tata Mutual Fund (TMF) has been set up as a Trust under the Indian Trust Act, 1882. **Sponsors & Settlers:** Tata Sons Ltd., Tata Investment Corporation Ltd. **Risk Factors • All investments in Mutual Fund & securities are subject to market risks & the NAV of the units issued under the schemes can go up or down depending on the factors & forces affecting the capital markets • Mutual Fund & securities investments are subject to market risks & there can be no assurance & no guarantee that the objectives of the scheme will be achieved • Past performance of the previous scheme, the Sponsors or its group affiliates is not indicative of & does not guarantee the future performance of the schemes • Tata Pure Equity Fund is only the name of the scheme & does not in any manner indicate either the quality of the scheme, it's future prospects or the returns. • The Sponsors are not responsible or liable for any loss resulting from the operations of the Mutual Fund beyond the contribution of an amount of ₹ 1 lac made by them towards setting up of the Mutual Fund. Investments in debt securities are subject to interest rate risk, credit risk & liquidity risk. • The above scheme is not guaranteed or assured return scheme. • Investment in mutual fund units involves investment risk such as trading volumes, settlement risk, liquidity risk, default risk including the possible loss of capital. Kindly refer Scheme Information Document (SID), Statement of Additional Information (SAI) & Key Information Memorandum (KIM) of the scheme for applicable loads. For scheme specific risk factors & other details please read the SID/SAI/KIM of the scheme carefully before investing.**