

TATA DIVIDEND YIELD FUND

Fund positioning: An open ended equity fund that aims to invest at least 70% of its assets in shares with high dividend yields.

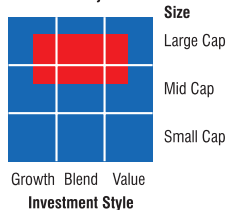
Average Net Assets as on 31/07/2010 (₹ Lacs) : 15,433.85

Snapshot

Figures as on 31/07/2010

Fund Manager : Sachin Relekar (Equity)
Indicative investment horizon: 3 years and above
Inception Date : November 22, 2004
Average AUM (₹ lacs) : 15,433.85
NAV (as on 31/07/2010)
 Dividend : ₹ 20.15
 Growth : ₹ 31.11
 52 week High (G) : ₹ 31.68 (22-Jul-2010)
 52 week Low (G) : ₹ 21.67 (12-Aug-2009)
Expense Ratio : 2.50%

Investment Style Box

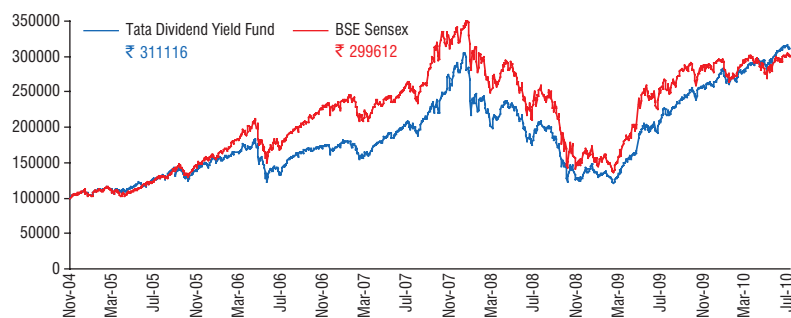


(Please refer to page no. 12/13 for Additional Information & page no. 14 for dividend history)

Portfolio as on 31/07/2010

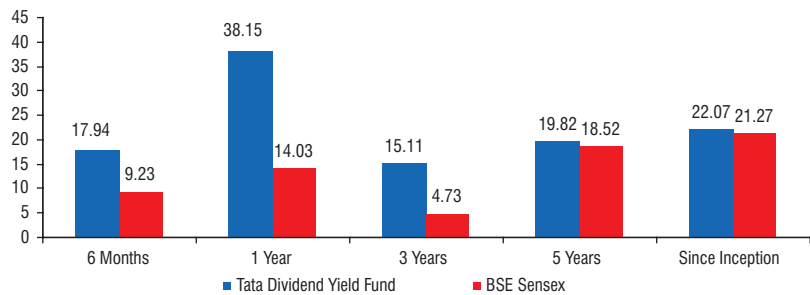
Scrip Name	% To Net Assets
Consumer Non Durable	23.97
Hindustan Unilever Ltd	6.66
Glaxo Smithkline Beechem Con Health	5.87
Navneet Publications India Limited	4.85
Nestle India Ltd.	3.95
ITC Ltd	1.54
Balrampur Chini Mills Ltd.	1.10
Software	12.92
Patni Computer Systems Ltd.	2.80
Polaris Software Labs Ltd.	2.32
Infosys Technologies Ltd.	2.04
NIIT Technologies Ltd.	1.73
Tata Elxsi India Ltd	1.72
Firstsource Solutions Limited	1.33
Mphasis Ltd.	0.98
Finance	8.87
CRISIL	7.30
India Infoline Ltd	1.57
Fertilizers	8.48
Deepak Fert. & Petrochem. Corp Ltd	3.81
Tata Chemicals Ltd	3.35
Chambal Fertilizer & Chemicals Ltd.	1.32
Petroleum Products	6.18
Castrol India Ltd	4.73
Indian Oil Corp Ltd.	1.45
Banks	5.20
ICICI Bank Ltd	2.10
Central Bank Of India	1.95
Standard Chartered Plc	1.15
Auto	5.13
Hero Honda Motors Ltd	3.01
Ashok Leyland	2.12
Media & Entertainment	3.62
Sun TV Network Ltd.	3.62
Oil	3.30
Oil & Natu. Gas Co.	3.30
Non - Ferrous Metals	3.19
Hindalco Industries Ltd	3.19
Paper	2.91
Tamilnadu Newsprint And Papers Ltd	2.91
Gas	2.62
Gail (India) Ltd.	2.62
Trading	2.48
3M India Ltd	2.48
Telecom - Equipment & Accessories	2.24
HCL Infosystems Ltd.	2.24
Industrial Capital Goods	2.11
Thermax Limited	2.11
Chemicals	2.09
Clariant Chemical	2.09
Pharmaceuticals	2.01
Glaxo Smithkline Pharma	2.01
Cash, Others	2.68
Total	100.00

₹ 100000 invested at inception: Tata Dividend Yield Fund Vs BSE Sensex



Past Performance of the Scheme may or may not be sustained in future. Returns are given for growth option. Dividends assumed to be reinvested. While calculating returns dividend distribution tax is excluded.

Performance Record - Growth Option



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Quantitative Indicators:

	Scheme	BSE Sensex
Average P/E	21.73	2.45
Average P/BV	8.76	30.55
Annual Portfolio Turnover Ratio	39.18	0.13
Dividend Yield (%)	2.45	1.17
Std. Dev (Annualised)	30.55	33.13
Sharpe Ratio	0.13	0.06
Portfolio Beta	0.84	1.00
R Squared	0.83	1.00

Portfolio turnover has been computed as the ratio of the lower value of average purchase and average sales to the average net assets in the past one year (since inception for schemes that have not completed a year)

^ Risk-free rate based on the last 3 months T-Bill cut-off of 5.70%. Past Performance may or may not be sustained in future.

Source: www.mutualfundsindia.com

SIP Returns

Investment Period	Total Investment	Value of Investment as on July 10, 2010	Compounded Annualised Return on Investment (%)
Last 1 year	12000	14008	34.31
Last 3 years	36000	54493	29.39
Last 5 years	60000	101610	21.42
Since Disclosure of 1st NAV (22nd Nov. 1996)	68000	123621	21.24

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 12.27%, last 3 years 15.08% and last 5 years 13.45%, Since Inception 15.51%. Investment of ₹ 1,000 p.m. is assumed to be made on 10th of every month, if not then the next business day