



Tracking opportunities, all the time.

TATA

EQUITY OPPORTUNITIES

FUND

(An Open-ended Equity Scheme)

Why invest in Equity Funds?

Though sudden upward or downward movements in the equity market have been known to evoke feelings of uncertainty among most investors, anecdotal evidence has shown that investment in equities have created more value over the long term, as compared to other investment avenues.

To be able to create value from investment in equity markets, an investor needs to research the performance of companies before investing and have a diversified portfolio of stocks spread across several sectors.

Once invested, he would need to hold on to the portfolio long enough to ride a few up and down cycles, at the same time taking care that the portfolio is managed actively.

Above all, a regular disciplined long-term investment plan should be the key to value creation in equity markets.

Investment in an equity scheme of a mutual fund can do all these things for you in a cost effective manner.

Why invest in Tata Equity Opportunities Fund?

From time to time, equity markets present opportunities for investors to profit from. The Tata Equity Opportunities Fund (TEOF) aims at proactively taking advantage of those opportunities.

Positioned as a "stock picker's delight", it is a diversified equity fund which undertakes rigorous research to identify opportunities in equity markets that could be for instance, turnaround companies or stocks being re-rated by the market, companies benefitting from changing economic fundamentals, etc.

The investment approach for TEOF is to track companies and sectors on a bottom up basis to identify those which look fundamentally good over a medium to long term horizon and remain invested till valuations start to look stretched. Thus, the fund aims to minimise risk by constant monitoring and shuffling of stocks.

Allocation to individual stocks and their inclusion or exclusion in TEOF is expected to be dynamic. Macro-economic studies as well as other

major industry drivers are closely monitored to arrive at investment decisions.

Profit targets are set at the time of investment and profits booked either partially or fully at the target price levels and substituted by another stock which looks appropriate on valuation.

So if you are looking at capitalizing on the opportunities in the equity market, Tata Equity Opportunities Fund could be your choice.

Invest systematically in TEOF

Tata Equity Opportunities Fund offers the facility of a Systematic Investment Plan (SIP) for investors. Investing in a regular and systematic manner does away with the concern of deciding when to invest because you are following the concept of "Rupee Cost Averaging." By this, you can buy more units when the purchase price is low and fewer when the purchase price is high. In this way, the average price per unit over time is what determines your overall return rather than the price you pay for each unit.

KEY HIGHLIGHTS

- ▶▶ Two options for making investments: Dividend & Growth
- ▶▶ Minimum Investment: ₹ 5,000/- and in multiples of ₹ 1. Additional investment ₹ 1,000/- and in multiples of ₹ 1.
- ▶▶ Investment through SIP. Minimum investment: Monthly ₹ 500, Quarterly ₹ 1,000. Maximum amount per installment ₹ 50,00,000.

Performance at a Glance (%) CAGR as on Aug. 31, 2010

Since Inception	Last 5 years	Last 3 years	Last 1 Year
12.79(25-02-93)	17.42	6.83	23.84

Past Performance of the Scheme may or may not be sustained in future. Benchmark Return (SENSEX) Last 1 year 14.71%, Last 3 years 5.46%, Last 5 years 18.14%, Since Inception 11.19%. Returns are given for growth option.

Dividend History (Dividend Option)

Dividend per unit value (₹)	NAV (₹) (Date of Declaration of dividend)
1.00	15.8183 (11/05/2005)
1.00	20.1350 (29/11/2005)
5.00	25.2299 (20/03/2006)
1.00	21.1290 (12/04/2006)
1.00	21.4375 (05/05/2006)
1.00	23.3049 (29/06/2007)
1.00	31.1517 (30/11/2007)
1.50	18.9974 (26/06/2009)
2.00	24.1747(26/03/2010)
0.50	22.0757 (22/06/2010)

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/-).

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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 Trusts 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 Equity Opportunities Fund is only the name of the scheme & does not in any manner indicate either the quality of the scheme, its 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 Rs.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.**