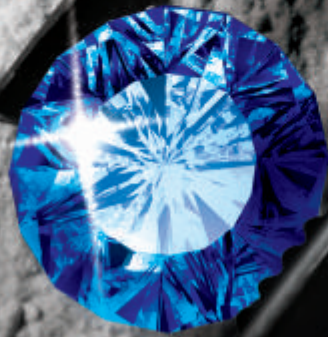




Expertise that's trusted

## Discovering pure value

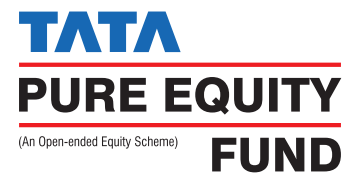


**Rated by Value Research**



**Rated by MORNINGSTAR®**

★★★★ rating for 5 years & 10 years of performance



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

**Rating Methodology - Value Research:** Value Research Fund Ratings are a composite measure of historical risk-adjusted returns. In the case of equity and hybrid funds this rating is based on the weighted average monthly returns for the last 3 and 5-year periods. In the case of debt funds this rating is based on the weighted average weekly returns for the last 18 months and 3-year periods and in case of short-term debt funds - weekly returns for the last 18 months. These ratings do not take into consideration any entry or exit load. Each category must have a minimum of 10 funds for it to be rated. Effective, July 2008, fund with less than Rs 5 crore of average AUM in the past six months will not be eligible for rating. Five-stars indicate that a fund is in the top 10% of its category in terms of historical risk-adjusted returns. Four stars indicate that a fund is in the next 22.5%, middle 35% receive three stars, the next 22.5% are assigned two stars while the bottom 10% receive one star. **Tata Pure Equity Fund** has been rated 4-Star in the Equity: Large & Mid Cap, 55 funds were rated. Value Research Fund Ratings are subject to change every month. Current Fund Rating is as on 31<sup>st</sup> December, 2011. The Value Research Ratings are published in Monthly Mutual Fund Performance Report and Mutual Fund Insight. The Rating is based on primary data provided by respective funds; Value Research does not guarantee the accuracy. **Publisher of rating data: - [www.valueresearchonline.com](http://www.valueresearchonline.com)**

**Rating Methodology - Morningstar:** The Morningstar fund rating methodology is based on a fund's risk-adjusted return within a given Morningstar category. Morningstar ratings are calculated every month for the 3 year, 5 year and 10 year period. Within each rating period, the top 10% funds receive a five star rating, the next 22.5% earn a four star rating, the next 35% get three stars, the next 22.5% receive two stars, and the bottom 10% get one star. Loads are not considered for the rating purpose. The rating is based on NAV provided by respective funds. The current fund rating is for the period as of 31st December, 2011. **Tata Pure Equity Fund – Growth** has been rated ★★★★★ by Morningstar in the Morningstar India Category Large Cap, 314 funds which completed 3 years of performance, were considered for rating. Current rating for 5 years & 10 years of performance is ★★★★★. **Rating Source & Publisher: Morningstar. For detailed methodology visit [www.morningstar.in](http://www.morningstar.in)**

## 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 Pure Equity Fund?

- ▶▶ Tata Pure Equity Fund (TPEF) is a diversified equity fund with an overall focus to buy into fundamentally undervalued large cap companies. The present equity market melt down has brought about substantial correction in several high quality stocks and presents an opportunity for value creation for the investor.
- ▶▶ The fund adopts a mix of top down and bottom up approach to stock picking with a focus on the latter.
- ▶▶ The scheme has a track record of more than 13 years. (Date of inception: 7th May, 1998.)
- ▶▶ The scheme has declared cumulative dividends of ₹ 32.60 on ₹ 10 invested at inception.
- ▶▶ **Past Performance may or may not be sustained in future.**
- ▶▶ Suitable for those investors who are looking for a potentially consistent above average returns over the long term time horizon without taking too many risks.

**Thus for potential long term wealth creation, Tata Pure Equity Fund could be your choice.**

## Key Features

- ▶▶ Minimum Investment: ₹ 5000/- and in multiples of ₹ 1/- thereafter. Additional investment at ₹ 1000/- and in multiples of ₹ 1/- thereafter.
- ▶▶ Investment through SIP. Minimum investment: Monthly ₹ 500, Quarterly ₹ 1,000.

## Dividend History (Dividend Option)

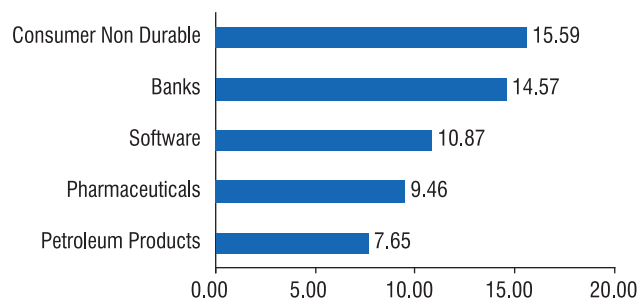
Dividend per unit value (₹)	NAV (₹) (Date of Declaration of dividend)
1.60	14.3931 (15/06/1999)
10.00	24.8130 (30/12/1999)
2.00	14.2437 (19/07/2000)
2.50	16.1903 (30/09/2003)
1.50	17.5102 (03/12/2003)
2.00	17.7633 (07/01/2004)
1.50	15.1738 (25/03/2004)
2.00	17.3620 (02/12/2004)
1.50	16.7626 (27/04/2005)
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/-).**

## Top 10 equity Exposure as on 31st December 2011

Script Name	% of Net Asset
Infosys Limited	6.15
Hindustan Unilever Ltd	5.52
HDFC Bank Ltd	5.01
Reliance Industries Ltd.	4.70
ITC Ltd	4.35
Oil & Natu. Gas Co.	3.91
ICICI Bank Ltd	3.86
Bharti Airtel Ltd.	3.48
Grasim Industries Ltd.	3.21
Mahindra & Mahindra Ltd.	3.08
<b>Other Equities</b>	<b>55.61</b>
<b>Cash, Others</b>	<b>1.12</b>
<b>Total Net Assets</b>	<b>100.00</b>

## Top 5 Sector Exposure as on 31st December 2011



**E-mail: [kiran@tataamc.com](mailto: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, Mafatlal 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, 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 ₹ 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.**