



TATA

DIVIDEND YIELD FUND

(An Open-ended Equity Scheme)

5 IMPORTANT POINTS:

1. Invests at least 70% of its assets in shares with high dividend yields
2. Aims to avail the triple benefits of dividend income, cushion against downside risk and potential for capital appreciation
3. A proven track of more than 6 years
4. Follows no sector or market cap bias
5. 9 dividends declared in the time horizon of more than 6 years. (See table overleaf)

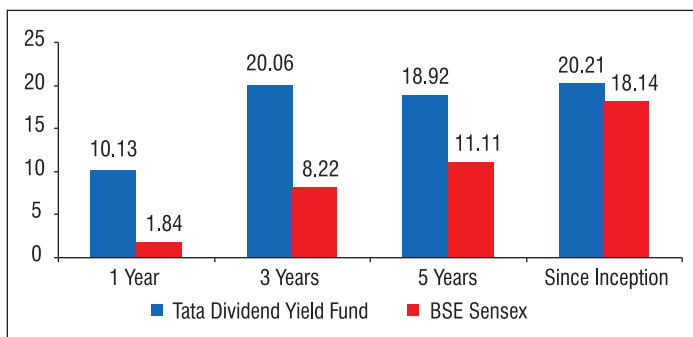
Past performance may or may not be sustained in future.

Why Dividend Yield Funds are All Weather Defensive Funds?

- ▶▶▶ Dividend Yield Funds are diversified schemes with a specific focus of investing in high dividend paying companies.
- ▶▶▶ Dividend yield is defined as the dividend per share divided by the share's market price at the time of investment.
- ▶▶▶ Investment in stocks with high dividend yields is traditionally a "Defensive Investment Strategy." Historical evidence shows that in falling equity markets, high dividend yield stocks provide greater degree of protection to investors than other stocks. On the other hand, these stocks show good possibilities of capital appreciation in reviving market.
- ▶▶▶ Dividend paying companies usually have:
 - ▶▶▶ Robust cash flow generation resulting in strong balance sheet and healthy return ratios.
 - ▶▶▶ Steady business growth rates and don't require much capital to sustain growth rates.
- ▶▶▶ During bear phase of the market, Dividend Yield Funds may provide downside cushion to some extent.
- ▶▶▶ Dividend Yield Funds are likely to be a medium to high risk investment proposition and may find favour with investors who are looking to diversify within the equity fund segment.

Why invest in Tata Dividend Yield Fund?

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



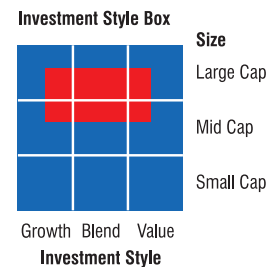
Past Performance may or may not be sustained in future. Returns are given for growth option. All payouts during the period are assumed to be reinvested in the units of the scheme at the then prevailing NAV & while calculating returns dividend distribution tax is excluded. Date of Inception: November 22, 2004

- ▶▶▶ Tata Dividend Yield Fund (TDYF) is an open ended equity fund that aims to invest
 - ▶▶▶ At least 70% of its assets in shares with high dividend yields #.
 - ▶▶▶ To the extent of 30% of the net assets in equity shares of companies other than those with high dividend yield.
 - ▶▶▶ May also invest upto 30% of the assets in debt and money market to provide liquidity.

Dividend Yield will be considered high if it is greater than the Dividend Yield of BSE Sensex that is last released / published on www.bseindia.com. As an example, if the dividend yield of a share is 4% and that of BSE Sensex as on the date of purchase of the share is 2%, it would be considered as high dividend yielding by the fund.

- ▶▶▶ The high dividend yield criterion being met, other factors involved in evaluating a company's investment worthiness are management competitiveness, business competitiveness, growth prospects etc. Other selection criteria for investment will only come into force once the initial dividend yield criterion is fulfilled.
- ▶▶▶ The fund enjoys a proven track of more than 6 years.
- ▶▶▶ The scheme follows no sector or market cap bias.

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.

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.

Dividend History

Dividend per unit (₹)	NAV (₹) (Date of Declaration of dividend)
0.40	11.0776 (07/02/2005)
1.00	14.2886 (20/12/2005)
1.00	11.9191 (21/07/2006)
1.00	23.8872 (14/12/2007)
1.50	16.2605 (03/07/2009)
2.00	22.4296 (23/07/2010)
1.50	22.8224 (31/12/2010)
1.00	18.8054 (18/03/2011)
1.00	19.9549 (27/07/2011)

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/-).

SIP Returns

Investment Period	Total Investment	Present Value of Investment as on July 11, 2011 (₹)	CAGR (%) on Investment
Last 1 year	12000	12276	5.08
Last 3 years	36000	54026	29.88
Last 5 years	60000	96613	19.73
Since Disclosure of 1st NAV (22nd Nov. 2004)	80000	148678	18.74

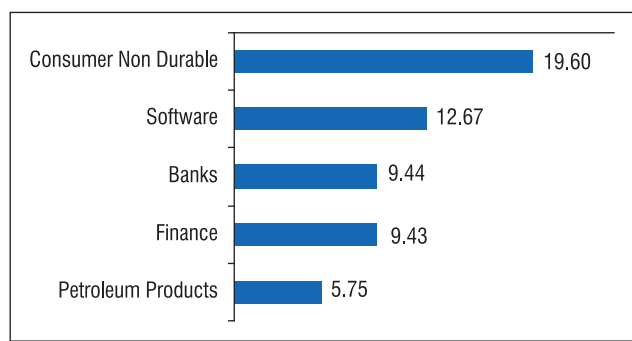
Past performance may or may not be sustained in future. Dividend assumed to be reinvested. Benchmark Returns through SIP route: BSE Sensex Last 1 year -2.60%, last 3 years 16.47%, last 5 years 9.69%, Since Inception 12.83%. Investment of ₹ 1,000 p.m. is assumed to be made on 10th of every month, if not then the next business day Source: www.mutualfundsindia.com

Key Fund details

Date of Inception : Nov 22, 2004.
Average Fund Corpus : ₹ 213.88 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 ₹ 1000 or 100 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

Top 5 Sectors as on 31st July 2011



Top 10 Holdings as on 31st July 2011

Scrip Name	% Net Assets
Crisil	6.75
Glaxo Smithkline Beecham Con Health	5.13
Infosys Limited	4.71
Navneet Publications India Limited	4.15
Nestle India Ltd.	3.65
Castrol India Ltd	3.51
Hindustan Unilever Ltd	3.45
Bharti Airtel Ltd.	3.35
Oil & Natu. Gas Co.	2.97
Deepak Fert. & Petrochem. Corp Ltd	2.71
Other Equities	58.21
Cash & Others	1.41
Total Net Assets	100.00

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: Tata Dividend Yield Fund: An open ended equity scheme. The investment objective of the Scheme is to provide income distribution and/or medium to long term capital gains by investing predominantly in high dividend yield stocks. **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, Mafattal 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 - The above 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 present scheme is not a 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. Risk associated with high dividend yield stocks: Though the investments would be in companies having a track record of dividend payments, the performance of the scheme would inter-alia depend on the ability of these companies to sustain dividends in future. **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.****