

MAKING INVESTING SIMPLE for SUPPANDI with PROFESSOR SIMPLY SIMPLE™

TATA
MUTUAL
FUND

AN INVESTOR EDUCATION INITIATIVE

EPISODE 13 - MARKETS & MUTUAL FUNDS

DID YOU KNOW INVESTING IN MUTUAL FUNDS IS A LOT LIKE PLAYING A VIDEO GAME, SUPPANDI?



MAKE MONEY WHILE PLAYING GAMES? NOW THAT'S SOMETHING I WOULD LOVE TO DO!



ONE DAY...



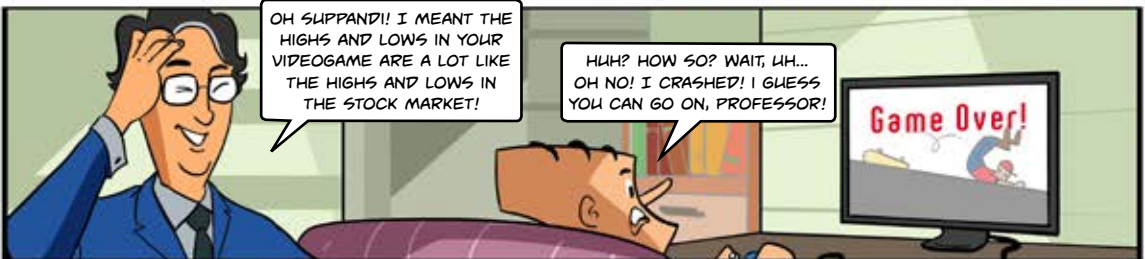
HEY SUPPANDI! WHAT ARE YOU UP TO?

OH HI, PROFESSOR! I'M PLAYING THIS NEW VIDEOGAME CALLED SKATE XTREME! BASICALLY, I HAVE TO GUIDE MY CHARACTER THROUGH SERIES OF HILLS AND VALLEYS AND MAKE SURE I DON'T FALL!



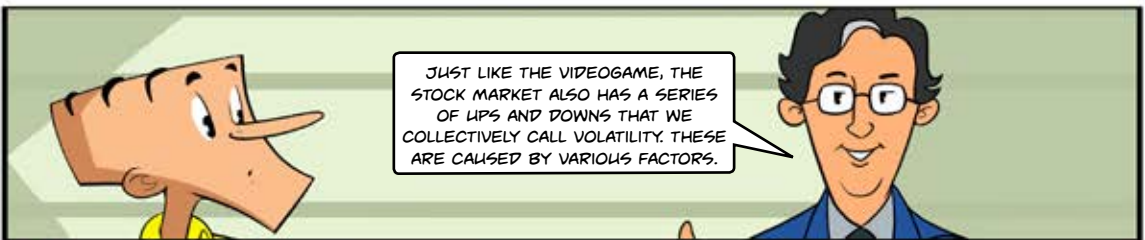
SOUNDS A LOT LIKE NAVIGATING THE STOCK MARKET, SUPPANDI!

HUH? I DIDN'T KNOW YOU NEEDED A SKATEBOARD TO NAVIGATE THE STOCK MARKET.

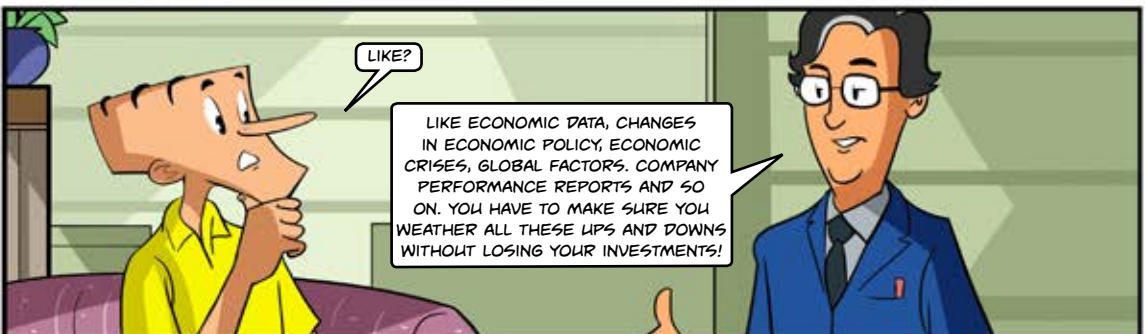


OH SUPPANDI! I MEANT THE HIGHS AND LOWS IN YOUR VIDEOGAME ARE A LOT LIKE THE HIGHS AND LOWS IN THE STOCK MARKET!

HUH? HOW SO? WAIT, UH... OH NO! I CRASHED! I GUESS YOU CAN GO ON, PROFESSOR!



JUST LIKE THE VIDEOGAME, THE STOCK MARKET ALSO HAS A SERIES OF UPS AND DOWNS THAT WE COLLECTIVELY CALL VOLATILITY. THESE ARE CAUSED BY VARIOUS FACTORS.



LIKE?

LIKE ECONOMIC DATA, CHANGES IN ECONOMIC POLICY, ECONOMIC CRISES, GLOBAL FACTORS, COMPANY PERFORMANCE REPORTS AND SO ON. YOU HAVE TO MAKE SURE YOU WEATHER ALL THESE UPS AND DOWNS WITHOUT LOSING YOUR INVESTMENTS!

