Introducing TATA VALUE FUND SERIES - 2
which aims to invest in undervalued stocks of good companies that have potential to outperform in the future

NFO OPENS ON: 13th JULY, 2018  |  NFO CLOSES ON: 27th JULY, 2018

This product is suitable for investors who are seeking*:

- Long Term Wealth Creation
- A close ended equity fund that aims to provide capital appreciation over the tenure of the fund through a diversified equity portfolio following value investment strategy.

* Investors should consult their financial advisors if in doubt about whether the product is suitable for them.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.
All intelligent investing is value investing, acquiring more than you are paying for. You must value the business in order to value the stock.

Value Investing is a strategy of investing in stocks that trade at less than their intrinsic values. The goal is to determine companies that one believes are undervalued relative to the market or are trading at discount to their intrinsic worth.

**Why Close Ended Value Strategy?**

- **Volatility in current markets has provided opportunity:** When markets are going through a phase of volatility the real value of various companies may go below their intrinsic value.
- **Close Ended Fund Advantage:** A close ended fund gives the scheme advantage of sticking to the Investment Strategy of the fund and staying invested till the real value of investment is unlocked.
- **Value Investing works across market cycles:** Value stocks with strong fundamentals usually have the potential for stable growth no matter what market cycle we are in.
- **Time in the market is important than timing the market:** Any equity investment is meant for long term investors to gain a meaningful growth of their investments. Similarly, in value investing to unlock the true potential of a value stock, time in the market is very important.

**Investment Philosophy:**

- Focus on value, but it’s more important for an investment to be able to create wealth.
- **Investments will be based on:**
  - A good return ratio profile of the company
  - Good quality management
  - Has a clear growth trajectory
  - Capital discipline track record of the investee companies
  - Basic fundamentals like Price-to-Book (P/B) ratio, Price-to-Earning (P/E) ratio, Dividend Yields (D/Y) of companies
  - Quantitative parameters like Return on Equity (ROE) and Return on Capital Employed (ROCE)
- Focus will be on wealth compounders and to avoid value traps.
- The fund will be sector and market cap agnostic.

**Scheme Details**

**Scheme Name:** Tata Value Fund Series-2  
**Type Of Scheme:** A close-ended equity scheme following a value investment strategy  
**Investment Objective:** The investment objective of the Scheme is to provide capital appreciation over the tenure of the fund through a diversified equity portfolio following value investment strategy  
**Tenure:** 1103 Days  
**Fund Manager:** Sonam Udasi  
**Benchmark:** S&P BSE 200 Index TRI  
**Min. Investment Amount:** ₹ 5,000/- and in multiple of ₹ 1/- thereafter  
**Load Structure:** Entry Load: Nil; Exit Load: Nil  
**Auto Switch Facility:** Under this facility, on maturity, redemption proceeds of the investor will get invested in the Tata Equity P/E Fund on the redemption payout date  
**Plans & Options:** Regular & Direct Plans with Growth & Dividend (Payout) Options
Track Record of Tata Mutual Fund in Value Investing

We have been running an open-ended value fund Tata Equity P/E Fund for 14 years.

Performance of Tata Equity P/E Fund (Open Ended Value Fund):

<table>
<thead>
<tr>
<th>Period</th>
<th>Tata Equity P/E Fund</th>
<th>S&amp;P BSE Sensex TRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Year</td>
<td>10.33%</td>
<td>16.00%</td>
</tr>
<tr>
<td>3 Year</td>
<td>15.92%</td>
<td>9.90%</td>
</tr>
<tr>
<td>5 Year</td>
<td>25.18%</td>
<td>14.36%</td>
</tr>
<tr>
<td>Since Inception</td>
<td>20.44%</td>
<td>16.58%</td>
</tr>
</tbody>
</table>

Returns as on 30th June 2018. Past performance may or may not be sustained in future. Above performance is for Regular Growth option. S&P BSE Sensex TRI Index Inception date is from 31st May 2007.

Tata Equity P/E Fund is suitable for investors who are seeking:

- Long Term Capital Appreciation.
- Investment (minimum 70%) in equity & equity related instruments of companies whose rolling P/E is lower than rolling P/E of S&P BSE Sensex.

* Investors should consult their financial advisors if in doubt about whether the product is suitable for them.
## Performance of other schemes managed by Sonam Udasi (Managing Since 1st April, 2016)

<table>
<thead>
<tr>
<th>Schemes</th>
<th>1 Year</th>
<th>3 Year</th>
<th>5 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scheme Returns</td>
<td>Benchmark Returns</td>
<td>Scheme Returns</td>
</tr>
<tr>
<td>Tata Banking And Financial Services Fund (TBFSF)</td>
<td>9.10%</td>
<td>16.75%</td>
<td>NA</td>
</tr>
<tr>
<td>Tata Index Fund - Nifty Plan (TIFN)</td>
<td>13.19%</td>
<td>14.13%</td>
<td>8.90%</td>
</tr>
<tr>
<td>Tata Index Fund - Sensex Plan (TIFS)</td>
<td>15.12%</td>
<td>16.00%</td>
<td>8.86%</td>
</tr>
<tr>
<td>Tata India Consumer Fund (TICF)</td>
<td>26.98%</td>
<td>17.02%</td>
<td>NA</td>
</tr>
<tr>
<td>Tata Retirement Savings Fund - Moderate Plan (TRSFM)</td>
<td>12.13%</td>
<td>8.67%</td>
<td>12.88%</td>
</tr>
<tr>
<td>Tata Retirement Savings Fund - Progressive Plan (TRSFP)</td>
<td>14.57%</td>
<td>16.00%</td>
<td>15.89%</td>
</tr>
<tr>
<td>Tata Retirement Savings Fund - Conservative Plan (TRSFC)</td>
<td>4.47%</td>
<td>6.67%</td>
<td>8.32%</td>
</tr>
<tr>
<td>Tata Young Citizens Fund (TYCF)</td>
<td>4.46%</td>
<td>8.67%</td>
<td>7.37%</td>
</tr>
</tbody>
</table>

**Scheme Benchmark Details:**
- **TBFSF:** Nifty Financial Services TRI;
- **TIFN:** Nifty 50 TRI;
- **TIFS:** S&P BSE Sensex TRI;
- **TICF:** Nifty India Consumption TRI;
- **TRSFM:** CRISIL Hybrid 25+75 - Aggressive Index;
- **TRSFP:** S&P BSE Sensex TRI;
- **TRSFC:** CRISIL Short Term Debt Hybrid 75+25 Fund Index;
- **TYCF:** CRISIL Hybrid 35+65 - Aggressive Index

**Disclaimer:**
1. Returns as on 30th June, 2018.
2. Scheme returns in terms of CAGR are provided for past 1 year, 3 years and 5 years.
3. Different plans shall have a different expense structure. The performance details provided herein are of regular plan growth option.
4. NA stands for schemes in existence for more than 1 year but less than 3 years or 5 years or instances where benchmark data for corresponding period is not available.
5. Period for which schemes performance has been provided is computed basis last day of the month - end preceding the date of advertisement.
6. Past performance may or may not be sustained in future. Load is not considered for computation of returns. Schemes in existence for less than 1 year, performance details for the same are not provided.