



NOTICE

NOTICE is hereby given that The New Fund Offer (NFO) of *Shriram Equity and Debt Opportunities Fund (An Open Ended Equity Oriented Asset Allocation Scheme) will open and close for subscription on the following dates:

Name of Scheme	NFO Opening Date	NFO Closing Date	Re-opening Date
Shriram Equity and Debt Opportunities Fund	08-Nov-2013	22-Nov-2013	06-Dec-2013

*Investors in the Scheme are not being offered any guaranteed / assured returns.

The Scheme offer units at Rs.10/- each during the NFO Period & at NAV based prices upon re-opening.

For Scheme specific risk factors and detailed information about the Investment Objective, Asset Allocation, New Fund Offer Price, Minimum Application Amount, Liquidity, Options available, Loads and Expenses, Dividend Policy, Listing, Dematerialization, etc., investors are requested to carefully read the respective Scheme Information Document ('SID'). For all generic information, investors may read the Statement of Additional Information ('SAI') of Shriram Mutual Fund.

Investors are requested to note that the SID, SAI, Key Information Memorandum (KIM) cum Application Supported by Blocked Amount (ASBA) and KIM cum Application Form of the Schemes are available on our website, www.shriramamc.com, at the Investor Service Centers (ISCs) and with the empanelled distributors.




This product is suitable for investors who are seeking*:

- Long term capital appreciation and current income
- Investment in equity and equity related securities as well as fixed income securities (debt and money market securities)

- High risk  (BROWN)

* Investors should consult their financial advisers if in doubt about whether the Schemes are suitable for them.

Note: Risk is represented as:

	<i>(BLUE) investors understand that their principal will be at low risk</i>		<i>(YELLOW) investors understand that their principal will be at medium risk</i>		<i>(BROWN) investors understand that their principal will be at high risk</i>
--	---	--	--	---	---

Any queries/clarifications in this regard may be addressed to

SHRIRAM ASSET MANAGEMENT COMPANY LIMITED.,

CK-6, 2nd Floor, Sector-II, Salt Lake City, KOLKATA - 700 091.

• Phone Number:033-23373012. • e-mail : info@shriramamc.com

For Shriram Asset Management Company Limited

Date : October 29,2013

Place : Kolkata

Sd/-
Authorised Signatory

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.