



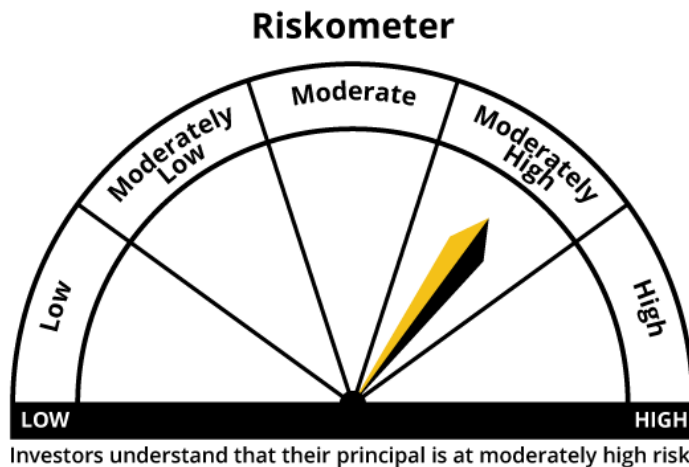
SHRIRAM MULTICAP FUND

Right Stocks In Every Situation

This product is suitable for investors who are seeking*:

- Long term capital appreciation
- Investment in actively managed portfolio, predominantly consisting of equity and equity related securities diversified over various sectors
- Moderately High Risk

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



NFO OPENS:
SEPTEMBER 07, 2018

NFO CLOSES:
SEPTEMBER 21, 2018

Long Term Performance



Source: CMIE Database; Assumption: Base values taken as 10 for all indices as on December 31, 2004.

MARKET CAP - No Consistent Winner

Current Year	NIFTY 50	NIFTY Next 50	NIFTY Midcap 100	NIFTY Smallcap 100	Spread
CY05	36%	24%	35%	62%	13%
CY06	40%	28%	29%	42%	13%
CY07	55%	76%	77%	87%	33%
CY08	-52%	-64%	-59%	-71%	19%
CY09	76%	128%	99%	107%	52%
CY10	18%	18%	19%	18%	2%
CY11	-25%	-32%	-31%	-34%	9%
CY12	28%	48%	39%	37%	20%
CY13	7%	5%	-5%	-8%	15%
CY14	31%	44%	56%	55%	25%
CY15	-4%	7%	6%	7%	11%
CY16	3%	7%	7%	2%	5%
CY17	29%	45%	47%	57%	29%

Legend:



Best



Good



Bad



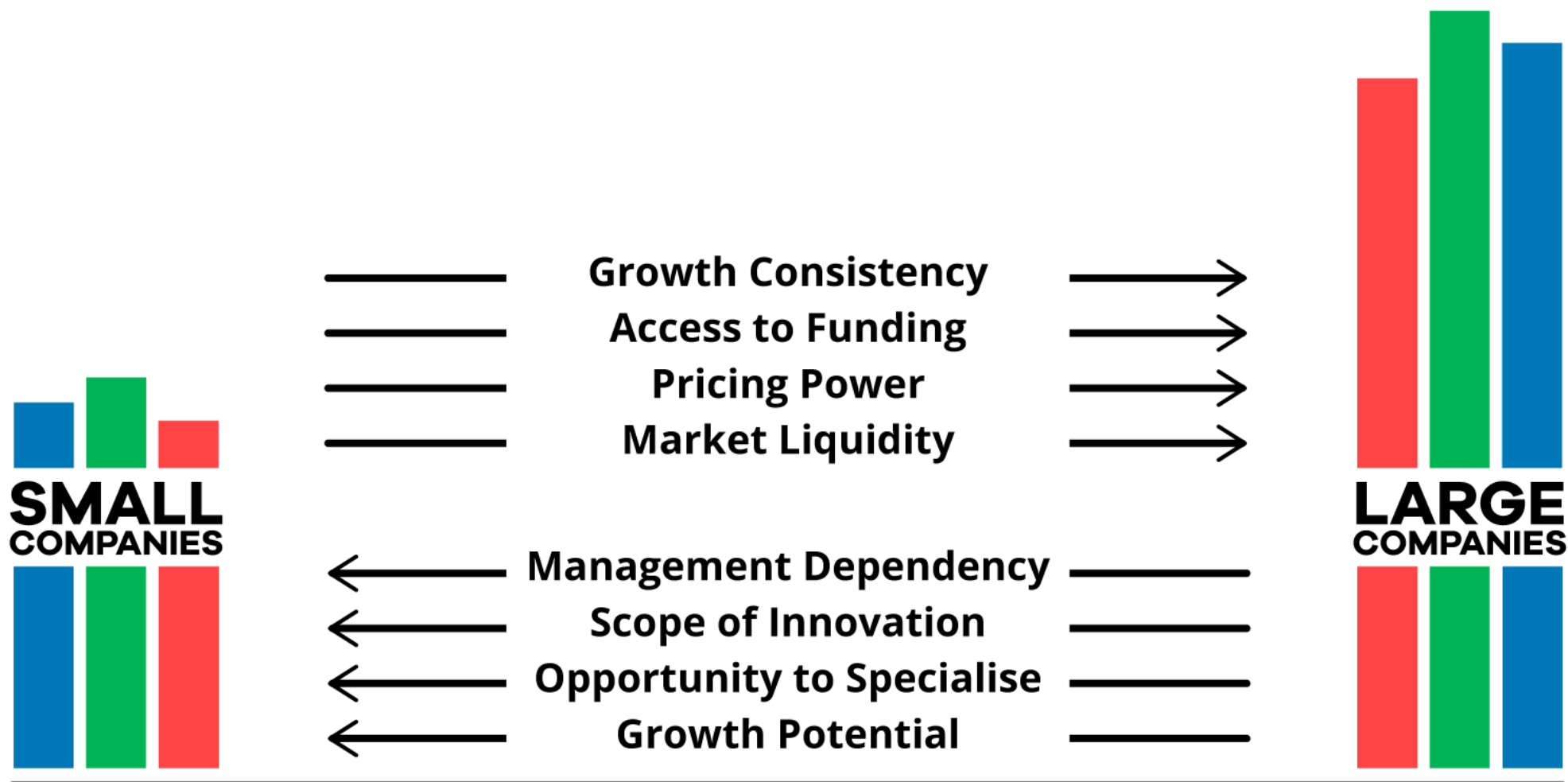
Worst

Source: CMIE Database; Return: Absolute; CY = January 1 to December 31, every year.

MARKET CAP - No Consistent Winner

- 1** No market capitalization is a sure shot winner at all points
- 2** Spread between Best and Worst Index denotes the opportunity lost by investors by not switching in time between market caps
- 3** Large capitalization stocks have historically offered a better downside protection at the expense of lower capital appreciation
- 4** Smaller capitalization stocks have given opportunity for much better wealth creation at the expense of higher downside risk

Different Sizes offer Different Benefits



SEBI Fund Classification offers Flexibility

SEBI has recently provided a clear mandate which funds in each category must follow.

It has also differentiated stocks in their respective market cap category and funds are required to review their portfolio every month to ensure they are in accordance with the mandate.

Fund Type	Classification of Stocks according to Market Cap		
	Large Cap (Top 100)	Mid Cap (101-250)	Small Cap (Below 250)
Large Cap	≥80%	0-20%	
Large Cap & Mid Cap	≥35%	≥35%	0-30%
Mid Cap	0-35%	≥65%	0-35%
Small Cap	0-35%		≥65%
Multi Cap	≥65%		

SEBI Circular Number: SEBI/HO/IMD/DF3/CIR/P/2017/114 Dated: October 6, 2017



Right Stocks In Every Situation

Introducing **SHRIRAM MULTICAP FUND**

(An open ended equity scheme investing across large cap, mid cap, small cap stocks)

Investment Philosophy & Principles

Our investment philosophy is centred around the belief that an investor values steady market-beating returns more than returns that oscillate between the top-quartile in good times and the bottom-quartile in bad times.



Investing with a long-term perspective



Selecting best possible businesses at best possible prices



Paying equal importance to Downside Protection and Upside Participation



Monitoring Portfolio Returns vs Objectives Stated



We also believe that the most important aspect of our job as investment managers is to handle risk efficiently and preserve capital.

Investment Approach (Equity)

Top Down
Approach

SECTOR

- Good Economics
- Size of Opportunity
- Regulatory Challenges
- Porter's 5 Forces

COMPANY

- Product & Service Quality
- Reasonable History of Operations
- Return Ratios, Cost Structure, Leverage, etc.
- Performance vs. Peers

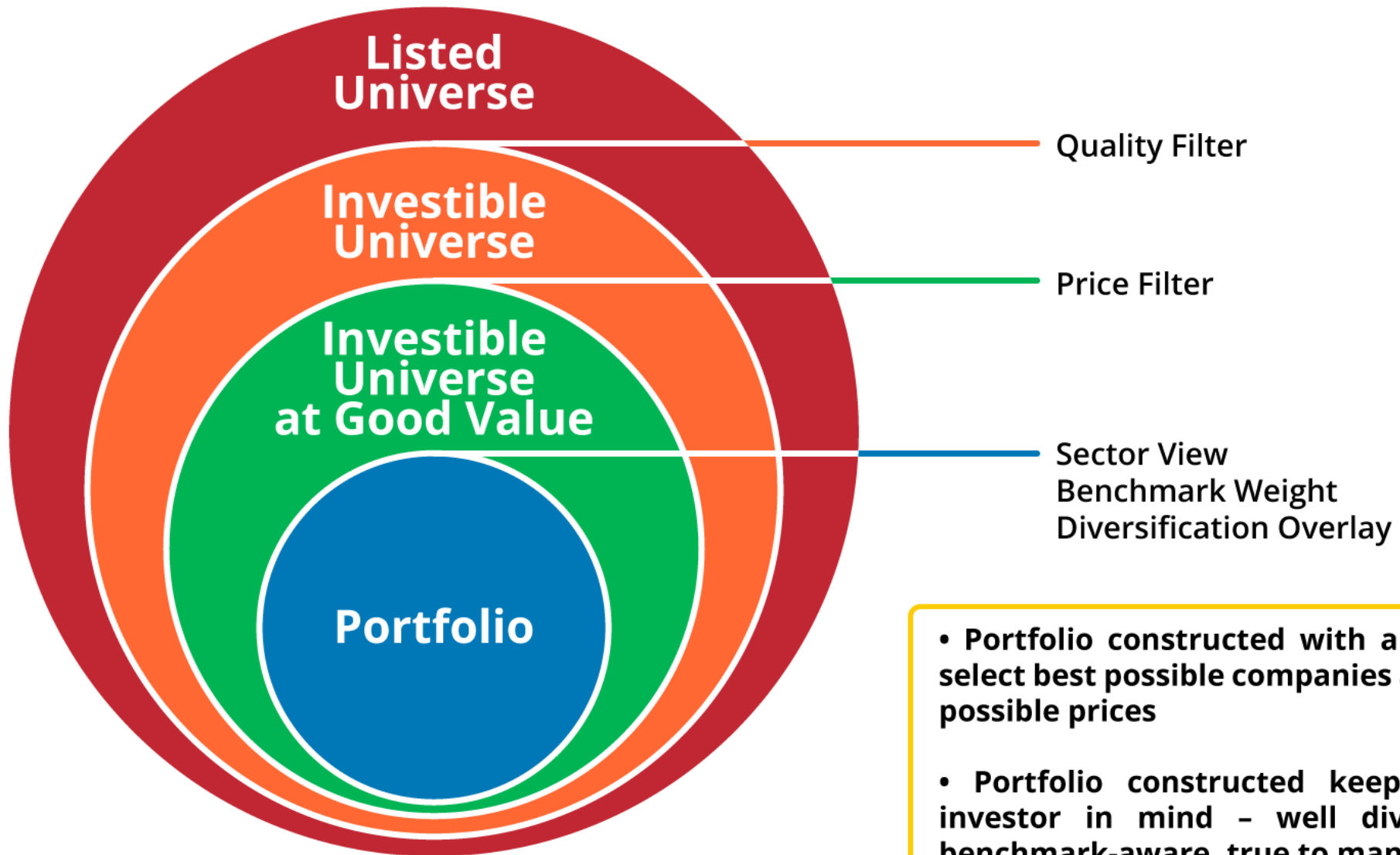
MANAGEMENT

- Integrity
- Business Understanding
- Capital Allocation

Bottom Up
Approach

Our investment approach marries top-down and bottom up approach wherein we select the best quality companies in the sectors that offer best economic potential.

Portfolio Construction



- Portfolio constructed with a view to select best possible companies and best possible prices
- Portfolio constructed keeping end investor in mind - well diversified, benchmark-aware, true to mandate

Fund Facts

Scheme Name	Shriram Multicap Fund
NFO Dates	7th September, 2018 to 21st September, 2018
Investment Objective	The primary investment objective of the scheme is to generate long term capital appreciation by investing in an actively managed portfolio predominantly consisting of Equity & equity related securities diversified over various sectors. The scheme does not assure or guarantee any returns.
Type of Scheme	An open ended equity scheme investing across large cap, mid cap, small cap stocks.
Fund Manager	Mr. Kartik Soral
Benchmark	Nifty 500
Min. Investment Amount	Rs. 5,000/- and in multiples of Re 1/- thereafter
Load Structure	Entry Load: Nil; Exit Load: 1% of the applicable NAV, if redeemed before expiry of 365 days from the date of allotment.
Plans & Options	Regular & Direct Plans with Growth & Dividend Options

Performance Data of Schemes

SHRIRAM HYBRID EQUITY FUND

Managed by Mr. Kartik Soral & Ms. Gargi Bhattacharyya Banerjee

Returns of Regular Plan - Growth Option as on July 31, 2018

Date of inception: 29-Nov-2013

NAV as on 31-July-2018 Rs. 16.6467

Date	Period	NAV (Rs.) Per Unit	Scheme Return % (Annualised)	Benchmark Return % (Annualised)	Value of Investment of Rs.10000	
					Scheme	Benchmark
July 31, 2017	Last 1 Year	15.5803	6.84	10.38	10,684	11,038
July 31, 2015	Last 3 Years	13.5624	7.06	10.25	12,274	13,413
July 31, 2013	Last 5 Years	N/A	N/A	N/A	N/A	N/A
November 29, 2013	Since Inception	10.000	11.53	13.47	16,647	18,142

Past performance may or may not be sustained in future.

Disclaimer

Returns as on 31st July, 2018.

The returns are Compounded Annual Growth Returns (CAGR) for the past 1 year, 3 years & since inception and simple annualized for less than 1 year.

Different plans shall have a different expense structure. The performance details provided herein are of regular plan growth option.

The scheme has been in existence for more than 3 years but less than 5 years. Hence, data are not available for the last 5 years period

Benchmark is a blend of 70% NIFTY 50 TRI value for the Equity part of the Portfolio & 30% of CRISIL Composite Bond Fund Index for its investments in Debt and Money Market Instrument.

Performance of dividend option would be Net of Dividend distribution tax, if any.

For computation of return since inception (%) the allotment NAV has been taken as Rs. 10.00.

Point-to-point returns on a standard investment of Rs. 10,000/- are in addition to CAGR for the scheme.

Past performance may or may not be sustained in the future. Load is not considered for computation of returns. In case the start/end date of the concerned period is a non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shows in the table is as on the start date of the said period.

The scheme is being managed by Mr. Kartik Soral, along with Ms. Gargi Bhattacharyya Banerjee, with effect from November 30, 2017.

Shriram AMC - Investment Team

- **Mr. Kartik Soral , CFA - Senior Fund Manager**

Mr. Kartik Soral serves as the Senior Fund Manager of Shriram Mutual Fund having an experience of more than 9 years in his professional career.

Mr. Soral is a PGDM from IIM Ahmedabad and B.Tech in Chemical Engineering from IIT-BHU, Varanasi

Mr. Kartik had held the position of Fund Manager at Edelweiss Asset Management Co. Ltd. Before joining Edelweiss Asset Management Co. Ltd., he was associated with Corporate Finance team at Larsen & Toubro Ltd. and the Equity Derivatives team at the Deutsche Bank group.



- **Ms. Gargi Bhattacharyya Banerjee - Fund Manager**

Ms. Gargi Bhattacharyya Banerjee serves as the Fund Manager of Shriram Mutual Fund having an experience of over 17 years into her professional career.

Ms. Gargi Bhattacharyya Banerjee received her Master of Business Management with specialization in Finance and Bachelor of Science with Economics (H) from University of Calcutta.

She joined as Research Manager in Shriram Asset Management Company Limited in November 2012. Prior to joining Shriram Asset Management Company Limited, she has held the key position in the Research team with Zacks Research Private Limited and Shriram Insight Share Brokers Limited.



Shriram AMC - Team Profile

- **Mr. Rohit Kumar Chawda – Chief Operating Officer**

Mr. Chawda has an experience of 24 years in various domains like Risk, Compliance, Accounts, Operations and Client servicing. He has served under capacities such as Director, Chief Operating Officer and Sr. Vice President in various asset management companies in India like IDBI, SBI, ICICI Prudential, Tata, Mirae, Shriram and Peerless.

His profile has evolved around control and risk free operations. During his last stint with Peerless Funds Management Company Limited, he has developed unique risk frame work covering Operational, Regulatory, Reputation, and Financial risk arising out of each activity across all departments of Asset Management Company.

Mr. Chawda is a graduate in the field of Commerce from Sambalpur University, Odisha.

- **Mr Chandur Bhaya - Head of Sales (Retail)**

Mr. Bhaya's experience and insights have been honed over 25 years of association in Capital Market/Financial services industry. His skill sets of scaling distribution, developing newer markets/products, investment strategy, technical knowledge, training and development of channel partners, have been much appreciated within the industry.

His corporate journey has been with reputed organizations like JM Morgan Stanley Retail Services, JM Asset Management Co, Metlife Life Insurance, Citigroup Global Markets, Shriram Insight Share Brokers, IFAN Finserv (erstwhile ING Financial Services).

His academics include a post graduation in electronics, MMS from SP Jain Institute of Management and Research , and he has also done a MDP from Wharton School of Finance, Pennsylvania-USA.



Summary

- No one market cap has emerged winner at different points of time
 - Each market cap universe offers different investment flavors
 - Multi-cap funds offer better flexibility when compared to other Equity fund options
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- Shriram AMC's investment process is governed by well-defined, astute and transparent principles
 - Equity approach attempts to bring together bottom-up stock selection and top-down sector selection for best return potential
 - Portfolio constructed through a defined process that attempts to filter out 'best possible businesses at best possible prices'

**Mutual Fund Investments are subject to market risks,
please read all scheme related documents carefully.**