



SHRIRAM MULTICAP FUND

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

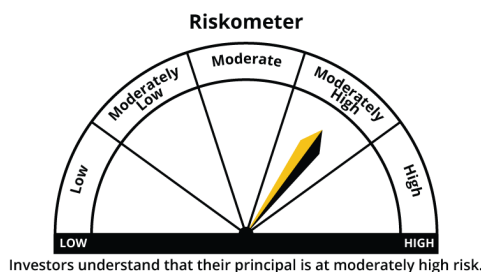
Right Stocks In Every Situation

Shriram Multicap Fund has been designed to tackle diverse market conditions. It enjoys the flexibility to alter the portfolio composition across different market capitalisations to make the best of the prevailing scenario.

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

WHY MULTICAP?

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%

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

Legend: ● Best ● Good ● Bad ● Worst

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

WHY SHRIRAM MULTICAP FUND?

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



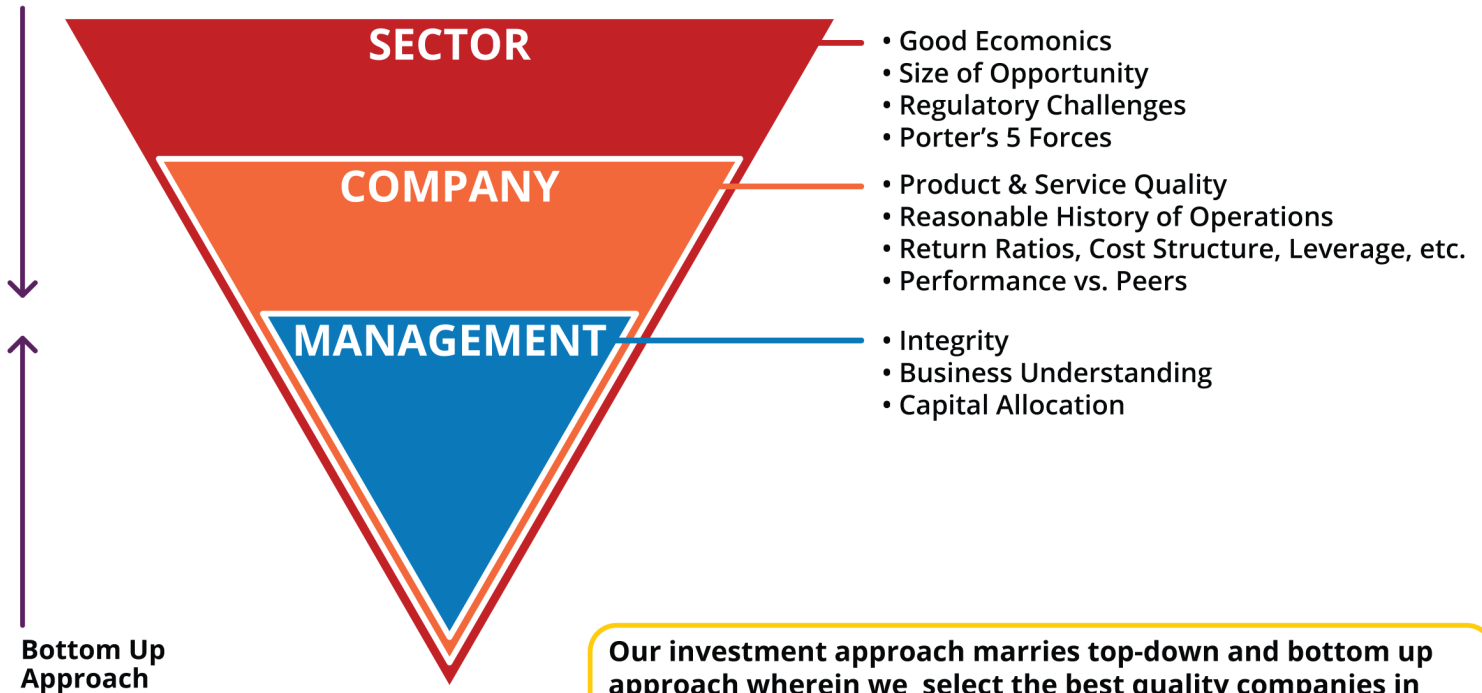
Monitoring Portfolio Returns vs Objectives Stated



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

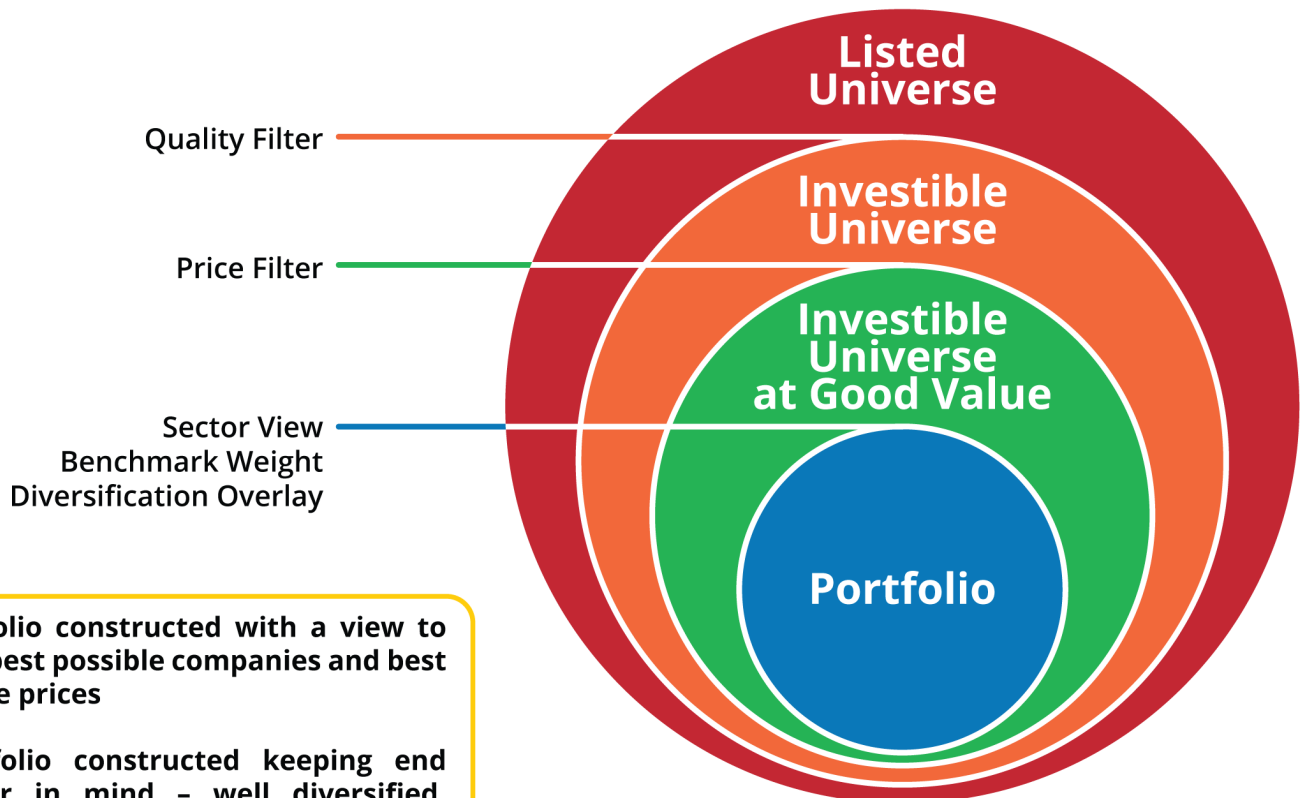
OUR INVESTMENT APPROACH

Top Down
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

THE 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.



Distributed by:

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