

Date: August 17, 2023

**To,**  
**Corporate Relationship Department,**  
**BSE Limited,**  
**P. J. Towers, Dalal Street,**  
**Mumbai- 400 001**

**Ref: Scrip Code – 531359**

Dear Sir,

**Sub: Press Release with regard to the launch of New Scheme – “Shriram Multi Asset Allocation Fund”**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in continuation to our letter dated July 24, 2023 regarding intimation of Launch of new scheme “Shriram Multi Asset Allocation Fund”, we hereby enclose a copy of Press Release being issued by the Company today with respect to the same.

Kindly host the same on your website.

Thanking you,

Yours faithfully,  
For **Shriram Asset Management Company Limited**

REENA  
PRASHANT  
YADAV  
Date: 2023.08.17  
11:29:10 +05'30'

**Reena Yadav**  
**Company Secretary**

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## Shriram Asset Management Company Limited

SEBI Registration No. MF/017/94/4, CIN : L65991MH1994PLC079874

Mumbai Office : 515, Shiv Chambers, 'A' Wing, 5<sup>th</sup> Floor, Sector 11, C.B.D. Belapur, Navi Mumbai- 400 614

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Regd. Office: 217, 2<sup>nd</sup> Floor, Swastik Chambers, near Junction of S.T. & C.S.T. Road, Chembur, Mumbai 400 071 Phone : +91-22-40060810 / 40060815

Admin. Head Office: 511-512, 5th Floor, Meadows, Sahar Plaza, J. B. Nagar, Andheri (East), Mumbai 400 059 Phone : +91-22-49696944

Email : [srmf@shriramamc.in](mailto:srmf@shriramamc.in), Website : [www.shriramamc.in](http://www.shriramamc.in)

## Press Release

### Shriram AMC to Launch Shriram Multi Asset Allocation Fund on Aug 18<sup>th</sup> 2023

- NFO to close on Sep 1<sup>st</sup> 2023
- Open-ended scheme investing in equity, debt and money market securities, and gold/silver ETFs
- Fund is tax efficient, has risk-adjusted returns and hedges against inflation

**Mumbai:** Shriram Asset Management Company, part of the Shriram Group, will launch the Shriram Multi Asset Allocation Fund on August 18<sup>th</sup> 2023. This new fund aims to offer long term inflation-adjusted wealth creation through exposure to multiple assets such as equity, debt, and gold/silver ETFs. The New Fund Offer (NFO) will close on September 1<sup>st</sup> 2023.

#### **Fund Allocation:**

Between 65% to 80% of the fund's corpus will be invested in equity, which includes 30 to 40 stocks from Shriram AMC's proprietary Enhanced Quantamental Investment (EQI) model. The model relies on statistical data to make the right investment decisions for better fund performance while integrating quant as well as fundamental inputs for portfolio construction. The minimum allocation of 65% to equities allows investors in this fund to benefit from Long Term Capital Gains tax of 10%. The fund would also allocate 10% to 25% of funds in high quality (AAA) Short to Medium term debt, preferably in government and government-backed securities to avoid any credit risk; 10% to 25% in gold/silver ETFs, with the option up to 10% in Real Estate Investment Trusts (REITs) and Infrastructure Investment Trusts (InvITs).

#### **Investment Options:**

Investors can regularly invest in this fund through Systematic Investment Plans (SIP), top-ups or Systematic Transfer Plans (STP) from liquid or overnight funds to meet their financial and family goals. The minimum investment amount for lumpsum is ₹5,000 while for SIPs it is ₹1,000 per month or ₹3,000 per quarter. There is no lock-in period involved.

The fund offers the investor the benefit of Long Term Capital Gains tax (LTCG) @10% (plus surcharge and cess) if they cross ₹1 lakh of capital gains in a fiscal year. If an investor buys/sells equity, debt, gold separately to rebalance their asset allocation, they might face capital gains tax with each transaction. When the fund manager transacts within the scheme, there is no capital gains tax on the scheme. These two aspects make this fund a tax efficient investment option for investors.

**Kartik L Jain, MD & CEO, Shriram Asset Management Company** said, "Analysis of the last five years indicates that the category of Multi Asset Allocation Funds has shown lesser volatility with equity-like returns; hence this is a good option for goal planning. The exposure to gold also gives us a hedge against market volatility especially during crisis periods and hence reduces the drawdown (fall from the peak) and gives a quicker recovery back to the earlier level."

"The Shriram Multi Asset Allocation Fund has a two-tier approach to delivering superior risk adjusted returns. Firstly, its 'risk parity' approach between equity/debt/gold aims to minimise volatility and maximise returns, thereby giving better returns to the investor. Secondly, for the equity allocation, our proprietary Enhanced Quantamental Investment (EQI) model uses an integrated combination of quant and fundamental analysis to create a risk adjusted equity portfolio that aims to deliver consistent alpha (returns above the benchmark). We use three factors: low volatility (steady returns), momentum (increasing returns) and low valuation (at the right price) which has shown very positive results in both back testing as well as forward testing. We believe this one fund will appeal well to our investors," he added.

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Shriram Group has re-energized its mutual fund business last year bringing in US-based Mission1 Investments LLC as its strategic partner. With this, Shriram AMC has diversified its product portfolio, bringing relevant and differentiated investment solutions to its customers. The AMC is focusing on 'Performance, Products and Placement' to set the foundation for sustainable growth.

### **About Shriram Asset Management Company**

Shriram Asset Management Company Limited, part of the Shriram Group, was incorporated in 1994. The company received approval from SEBI to act as the Asset Management Company of Shriram Mutual Fund, vide registration no. MF/017/94/4. As at July 31<sup>st</sup> 2023, the AUM for the company stood at ₹290 crore, of which 30%, i.e., ₹87 crore was in debt funds. Shriram AMC offers a mixed product line comprising hybrid, equity, and debt so that customers can meet key goals and objectives. Mr. Deepak Ramaraju and Ms. Gargi Bhattacharyya Banerjee serve as its fund managers.

### **Media Contact information:**

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