



---

## MUTUAL FUND REPORT SEPTEMBER– 2010

### MUTUAL FUND INDUSTRY UPDATE

✓ **Birla Sun Life MF declares dividend under two schemes**

Birla Sun Life Mutual Fund has declared dividends under the dividend option of Birla Sun Life MNC Fund and Birla Sun Life India Opportunities Fund. The quantum of dividend will be 52.50% (Rs 5.25 per unit) and 12.50% (Rs 1.25 per unit) on the face value of Rs 10 per unit respectively.

The record date for dividends has been fixed as August 27, 2010.

✓ **Reliance MF launches Small Cap Fund**

Reliance Mutual Fund has launched Reliance Small Cap Fund, an open-ended equity scheme. The new fund offer (NFO) opens for subscription on August 26, 2010, and closes on September 10, 2010.

*Scheme Features:*

Investment options: Growth, Dividend and Bonus

The Dividend Option has Dividend Payout & Dividend Reinvestment facility.

Minimum Investment Amount: Rs 5000 and in multiples of Rs 1 thereafter

✓ **Peerless MF launches Short Term Fund**

Peerless Mutual Fund has launched Peerless Short Term Fund, an open-ended debt scheme. The new fund offer (NFO) opens for subscription on August 17, 2010.

*Scheme Features:*

Investment options: Growth Option & Dividend

The Dividend Option has Monthly and Quarterly dividend sub-options with payout and reinvestment facility.

Minimum Investment Amount: Rs 5000 and in multiples of Rs 1 thereafter.

✓ **ICICI Prudential MF declares dividend in 2 funds**

ICICI Prudential Mutual Fund has declared a dividend 10% (i.e. Rs 1.00 per unit on face value of Rs 10/-) in ICICI Prudential Dynamic Plan and ICICI Prudential Growth Plan. The record date for dividends has been fixed as August 20, 2010.

✓ **SBI Magnum Contra Fund declares dividend**

SBI Mutual Fund has declared a dividend of 35% (Rs 3.5 per unit on face value of Rs 10) in SBI Magnum Contra Fund. The record date for dividend is as August 13, 2010.

All investors registered under the dividend option of the scheme as on August 13, 2010 will receive this dividend. The NAV under the dividend plan of the scheme as on August 06, 2010 was Rs 26.410.

---

**Right Advice Financially Speaking**

REGD. OFF.: A-602, Royal Sands, Shastri Nagar, Andheri West, Mumbai 400053. INDIA.  
Tel.: +91 22 4071 3322 | Fax: +91 22 4071 3344 | E-mail: pms@abchlor.com | Web: www.investonline.in

SMS 'MF' to 56677



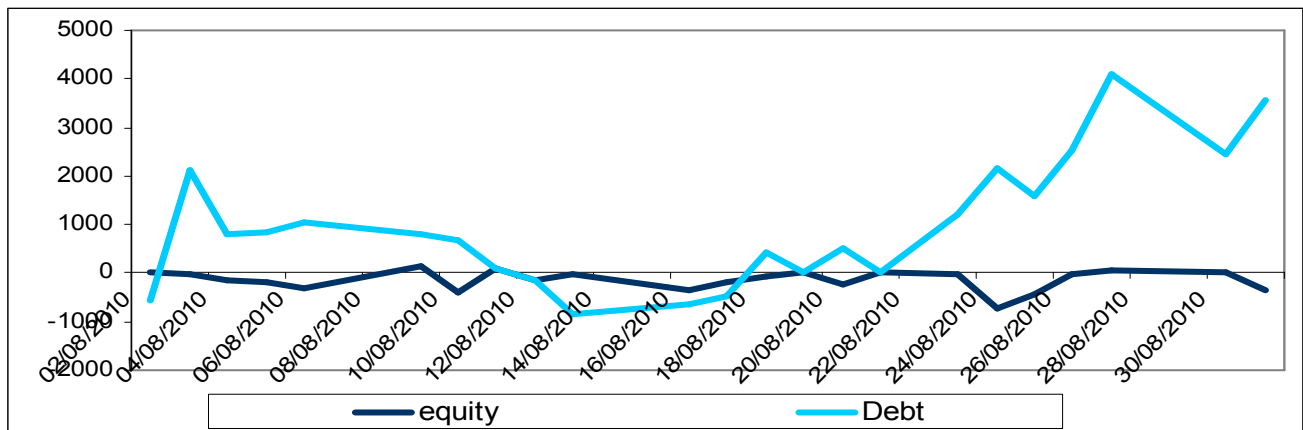
## MUTUAL FUND REPORT SEPTEMBER– 2010

### Favorite stock picks in the portfolios of mutual funds.

An analysis has been undertaken indicating the favorite picks of fund managers for the month of August 2010:

Stocks	Market Value (Rs. cr)
Reliance Industries	345.02
Infosys Technologies	326.70
State Bank of India	271.89
ITC	245.85
Oil and Natural Gas Corporation	234.71
Tata Consultancy Services	234.23
Cummins India	228.72
ICICI Bank	227.31
Crompton Greaves	226.47
HDFC Bank	225.55

### Trends in Transactions on Stock Exchanges by Mutual Funds



The above chart is compiled on the basis of reports submitted to SEBI by custodians on 31/08/2010 and constitutes trades conducted by Mutual Funds on and upto the previous trading day.

Right Advice Financially Speaking

REGD. OFF.: A-602, Royal Sands, Shastri Nagar, Andheri West, Mumbai 400053. INDIA.  
Tel.: +91 22 4071 3322 | Fax: +91 22 4071 3344 | E-mail: pms@abchlor.com | Web: www.investonline.in

SMS 'MF' to 56677



## MUTUAL FUND REPORT SEPTEMBER– 2010

Domestic mutual funds (MFs) continue to buy debt instruments while they remained net sellers in equities in August. Mutual funds selling in equities stood at Rs 3169.60 crore in August, however the selling was lower than its Rs 4405.30 crore selling in July. Of the 22 trading sessions in August, mutual funds were net buyers in only 6 sessions and net sellers in the remaining 16 sessions. On the other hand, mutual funds were net buyers of debt papers worth Rs 22241.6 crore in August as against net buying of Rs 1003.10 crore in July. MFs were net buyers of debt securities in 17 out of 22 trading sessions. During the current calendar year, MFs have been net sellers of debt securities only in March and June, apart from that they have been net buyers.

### The funds with highest increase and decrease of AUM in terms of value in August 2010

AUM (in crores)				
Fund Name	JULY 2010	AUGUST 2010	CHANGE(CR)	% CHANGE
<b>Increase in AUM</b>				
Motilal Oswal Mutual Fund	33	287	254	763.35
IDBI Mutual Fund	941	2,397	1,457	154.84
Peerless Mutual Fund	1,078	1,917	839	77.85
Axis Mutual Fund	3,037	4,055	1,018	33.52
JPMorgan Mutual Fund	6,316	7,756	1,440	22.81
<b>Decrease in AUM</b>				
Deutsche Mutual Fund	10,027	7,809	-2,218	-22.12
Edelweiss Mutual Fund	285	225	-60	-21.15
Fortis Mutual Fund	5,353	4,520	-833	-15.56
LIC Mutual Fund	24,425	20,891	-3,534	-14.47
HSBC Mutual Fund	5,396	5,007	-390	-7.22

Average assets under management (AAUM) of the mutual fund industry climbed up 3.30% or Rs 21992.11 crore to Rs 6.87 lakh crore in August. The improved liquidity condition had allowed banks and corporate to park their excess money with mutual funds leading to the surge in assets. Moreover the collections from the new launches added for the growth. The industry had been witnessing a decline in their asset base for the past two months i.e. June and July on account of withdrawal by corporates and banks. In July 2010, the industry had faced fall in assets by 1.52%.

*Right Advice Financially Speaking*



---

## MUTUAL FUND REPORT SEPTEMBER– 2010

The assets of the industry were also boosted by the marginal rise in Indian equities in August. Both the key market indices, BSE Sensex and S&P CNX Nifty had risen 0.58% and 0.65% respectively in August compared to a gain of 0.95% and 1.04% respectively in July.

Of the forty fund house, 30 reported rise in AAUM, while the remaining 10 reported fall in AAUM. New entrants into the industry have seen highest surge in assets on absolute terms. AAUM of Motilal Oswal Mutual Fund surged by 763.35%, followed by IDBI Mutual Fund (154.84%), Peerless Mutual Fund (77.85%), Axis Mutual Fund (33.52%), JPMorgan Mutual Fund (22.81%), Baroda Pioneer Mutual Fund (19.49%), JM Financial Mutual Fund (19.43%) and Shinsei Mutual Fund (18.59%) among others

Pramerica Mutual Fund which is a new entrant into the industry recorded AAUM of Rs 101.68 crore in August.

Among the top ten fund house based on AAUM, HDFC Mutual Fund's AAUM increased the highest by Rs 5550.53 crore (or 6.56%) to Rs 90178.74 in August. It was followed by Franklin Templeton Mutual Fund, whose AAUM climbed up Rs 4683.50 crore (or 13.31%) to Rs 39864.13 crore. Birla Sun Life Mutual Fund climbed up Rs 2684.82 crore (or 4.36%) to Rs 64217.51 crore. Reliance Mutual Fund, Indian's biggest fund house, saw its AAUM increase by Rs 2331.83 crore (or 2.28%) to Rs 104511.23 crore. DSP BlackRock Mutual Fund's assets increased by Rs 2260.71 crore, UTI Mutual Fund by Rs 1965.23 crore, ICICI Prudential Mutual Fund by Rs 53.51 crore and SBI Mutual Fund by Rs 39.01 crore. While assets of LIC Mutual Fund and Kotak Mutual Fund declined by Rs 3533.79 crore and Rs 894.88 crore respectively.

In absolute terms assets of Deutsche Mutual Fund declined the highest by 22.12% (Rs 2217.91 crore), followed by Edelweiss Mutual Fund by 21.15% (Rs 60.36 crore), Fortis Mutual Fund by 15.56% (Rs 832.70 crore), LIC Mutual Fund by 14.47%, HSBC Mutual Fund by 7.22% (Rs 389.81 crore), Principal Mutual Fund by 6.33% (Rs 370.35 crore), Bharti AXA Mutual Fund by 5.35% (Rs 37.55 crore), Kotak Mutual Fund by 3.26% (Rs 894.88 crore), IDFC Mutual Fund by 1.07% (Rs 198.05 crore) and Escorts Mutual Fund by 0.26% (Rs 0.51 crore).

Over the month, the assets of Axis Mutual Fund increased by Rs 1017.98 crore and that of L&T Mutual Fund by Rs 412.55 crore. At the end of August, the AAUM of Axis Mutual stood at Rs 4054.98 crore and that of L&T Mutual Fund was at Rs 3798.89 crore.

---

***Right Advice Financially Speaking***

REGD. OFF.: A-602, Royal Sands, Shastri Nagar, Andheri West, Mumbai 400053. INDIA.  
Tel.: +91 22 4071 3322 | Fax: +91 22 4071 3344 | E-mail: pms@abchlor.com | Web: www.investonline.in

SMS 'MF' to 56677



## MUTUAL FUND REPORT SEPTEMBER– 2010

### Bulk deals in August '2010

Exc	Date	Company	Client	Tran	Qty	Price	
						Traded	Close
NSE	26-Aug-2010	Prakash Steelag	Ajay Asset Management Private Limited	Buy	89499	190.09	184.10
NSE	26-Aug-2010	Prakash Steelag	Ajay Asset Management Private Limited	Sell	89519	189.76	184.10
NSE	25-Aug-2010	Prakash Steelag	Ajay Asset Management Private Limited	Buy	224134	152.90	185.35
NSE	25-Aug-2010	Prakash Steelag	Ajay Asset Management Private Limited	Sell	224114	153.27	185.35
BSE	19-Aug-2010	Thomas Cook	Reliance Mutual Fund	Buy	4005000	62.03	72.65
BSE	16-Aug-2010	KDDL	Reliance Capital Asset Management Limited	Sell	63195	70.14	69.75
BSE	13-Aug-2010	Raymond	Hdfc Mutual Fund	Buy	512574	363.67	374.90
NSE	13-Aug-2010	Raymond	Hdfc Mutual Fund A/c Hdfc Equity Fund	Buy	997596	364.28	374.70
BSE	10-Aug-2010	Lancor Holdings	Sundaram Bnp Paribas Mutual Fund	Buy	226155	103.00	98.40
BSE	10-Aug-2010	Lancor Holdings	Sundaram Bnp Paribas Mutual Fund	Sell	226155	102.97	98.40
BSE	09-Aug-2010	Balaji Distille	Idfc Mutual Fund	Buy	2516250	47.89	44.45
BSE	09-Aug-2010	Balaji Distille	Idfc Arbitrage Plus Fund	Sell	2516250	47.88	44.45
NSE	09-Aug-2010	DCM	Ajay Asset Management Private Limited	Buy	225929	103.26	106.10
NSE	09-Aug-2010	DCM	Ajay Asset Management Private Limited	Sell	194523	102.93	106.10
NSE	09-Aug-2010	TV 18	Morgan Stanley Investment Management A/c India Inv Fund	Buy	2617000	78.00	78.25
NSE	09-Aug-2010	TV 18	Morgan Stanley Mutual Fund A/c Growth Fund	Buy	1684000	78.00	78.25
NSE	06-Aug-2010	Ambika Cotton	Idfc Mutual Fund	Buy	500000	207.00	209.50
BSE	06-Aug-2010	Graphite India	Reliance Mutual Fund	Buy	7000000	96.50	98.25
BSE	05-Aug-2010	HSIL	Sundaram Bnp Paribas Mutual Fund	Buy	299001	125.00	130.30
NSE	03-Aug-2010	Everonn Edu	Franklin Templeton Mutual Fund	Sell	125000	527.79	528.45
NSE	02-Aug-2010	Eveready Ind	Tata Trustee Company Limi Ted Trustee For Tata Mutual Fund	Sell	400000	69.28	69.20
NSE	02-Aug-2010	Shasun Chemical	Sundaram Bnp Paribas Mutual Fund A/c Sundaram Bnp Paribas Sm	Buy	245000	77.80	78.20

**Right Advice Financially Speaking**

REGD. OFF.: A-602, Royal Sands, Shastri Nagar, Andheri West, Mumbai 400053. INDIA.  
Tel.: +91 22 4071 3322 | Fax: +91 22 4071 3344 | E-mail: pms@abchlor.com | Web: www.investonline.in

SMS 'MF' to 56677



## MUTUAL FUND REPORT SEPTEMBER– 2010

### The past performance indicated by the one and two year Returns

Equity Diversified	3mth	6mth	1yr	2yr	3yr
DSP-BR Micro Cap Fund - RP (G)	15.1	30.4	70.0	79.6	56.5
IDFC Premier Equity - A (G)	21.2	26.9	53.0	75.6	91.4
IDFC Small&Midcap Eqty -G	14.1	22.8	48.1	104.4	--
Reliance Equity Oppor - RP (G)	16.8	25.3	58.4	76.1	53.7
Birla SL Dividend Yield (G)	14.5	23.6	42.5	92.0	80.7
Equity Tax Saving	3mth	6mth	1yr	2yr	3yr
Can Robeco Eqty TaxSaver (G)	11.5	21.2	36.9	80.6	65.6
Reliance Tax Saver (ELSS) (G)	16.0	21.0	41.4	62.3	36.9
HDFC Tax Saver (G)	13.1	19.0	41.5	59.7	44.2
Fidelity Tax Advantage (G)	12.4	20.3	40.1	54.5	47.2
Religare Tax Plan (G)	13.2	18.6	37.9	61.4	54.8
Balanced	3mth	6mth	1yr	2yr	3yr
HDFC Prudence Fund (G)	11.3	19.2	41.8	69.9	60.7
ICICI Pru CCP - Gift Plan	10.9	19.9	42.5	43.8	32.5
Reliance RSF - Balanced (G)	12.2	17.0	33.2	68.7	72.5
HDFC Childrens Gift (Inv)	10.3	18.5	40.1	46.4	41.9
HDFC Balanced Fund (G)	9.6	16.7	39.2	53.2	61.4
Debt - Short Term	3mth	6mth	1yr	2yr	3yr
IDFC SSIF -MTP - RP A (G)	0.7	3.9	9.0	23.1	31.2
Can Robeco Income (G)	0.2	3.1	4.5	27.1	45.7
ICICI Pru Income Opp.-RP (G)	0.8	2.4	5.4	30.2	--
HDFC High Interest - STP (G)	0.9	3.1	6.9	20.9	32.0
Fortis Flexi Debt Fund-RP (G)	0.3	2.1	4.4	23.7	35.6
Monthly Income Plan	3mth	6mth	1yr	2yr	3yr
HDFC MIP - LTP (G)	3.78	7.61	13.95	17.83	12.14
Reliance MIP (g)	3.02	6.42	13.23	19.96	14.88
HSBC MIP -Savings Plan(G)	2.88	4.96	9.59	13.46	9.8
Tata MIP Plus Fund (G)	2.12	5.92	10.03	10.26	7.56
Birla SL Monthly Income (G)	2.58	5.04	9.04	12.91	7.66
Thematic Funds	3mth	6mth	1yr	2yr	3yr
HDFC Core & Satellite	12.72	19.32	41.85	28.33	12.21
SBI M Sect Umbrella- Contra	7.52	10.69	18.79	18.31	9.71
Birla SL – MNC Fund (G)	9.33	21.82	44.91	33.78	16.27
SBI Magnum COMMA6.39	6.39	6.02	21.93	12.72	9.62
ICICI Pru - Emerging Star (G)	8.85	17.23	40.06	16.33	2.6

Right Advice Financially Speaking

REGD. OFF.: A-602, Royal Sands, Shastri Nagar, Andheri West, Mumbai 400053. INDIA.  
Tel.: +91 22 4071 3322 | Fax: +91 22 4071 3344 | E-mail: pms@abchlor.com | Web: www.investonline.in

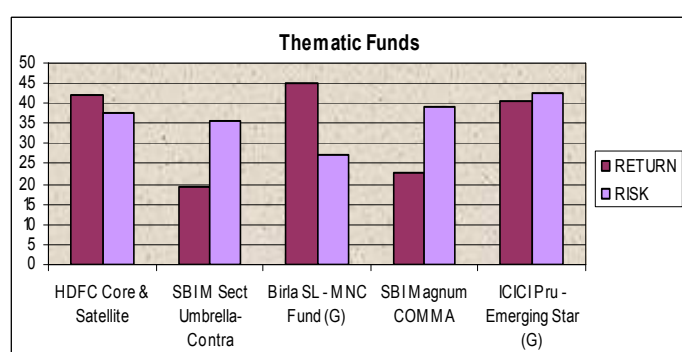
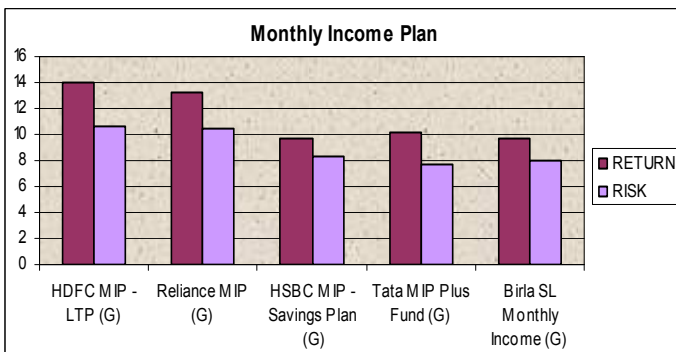
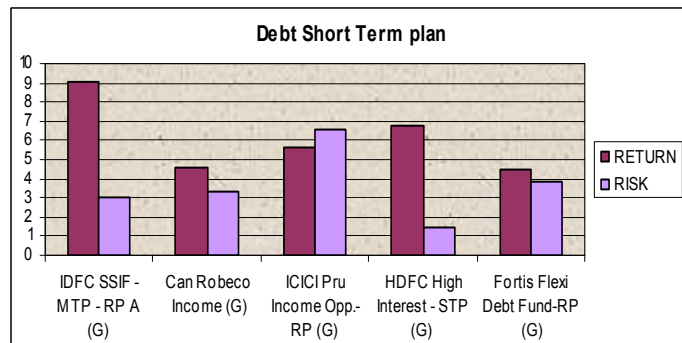
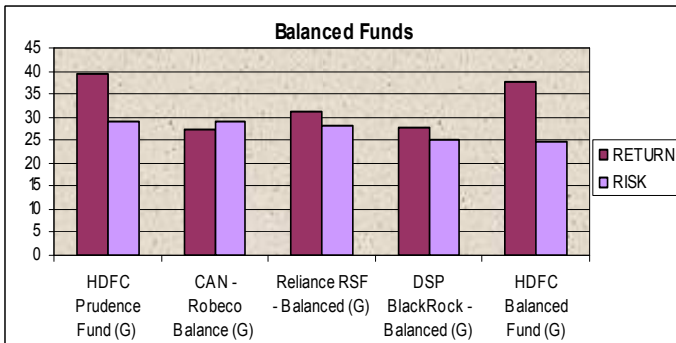
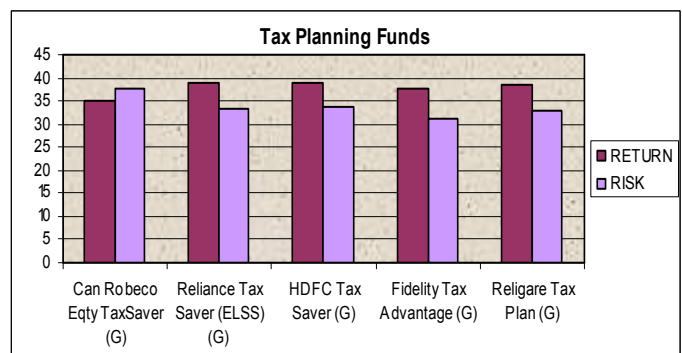
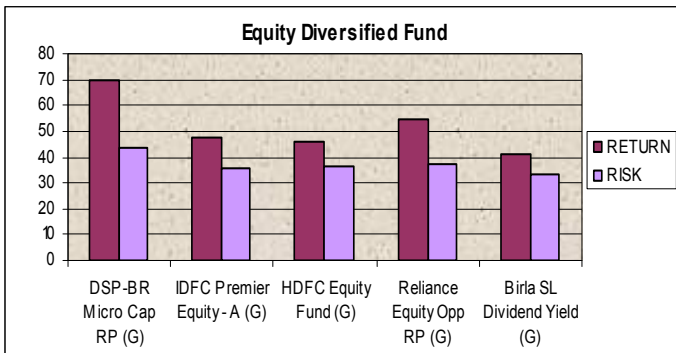
SMS 'MF' to 56677



# MUTUAL FUND REPORT SEPTEMBER- 2010

## Risk-Return Analysis

The following charts give you a snapshot of how the mutual funds have performed on the risk-return parameters in the past. The risk is measured by standard deviation, which measures the average deviation of the returns generated by a scheme from its mean returns, while returns are measured as one year average rolling returns.



Right Advice Financially Speaking