

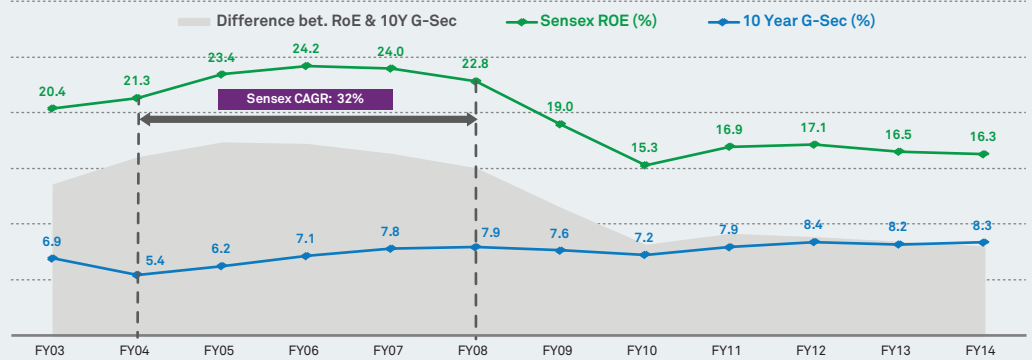
The macro-economic scenario in India is turning around with narrowing fiscal and current account deficit, easing inflation (due to softer global commodity and crude oil prices), strong foreign capital flows and a stable currency. These factors could result in a higher earnings growth for companies over the next few years which would translate into strong equity market performance. DSP BlackRock 3 Years Close Ended Equity Fund aims to invest in companies which could benefit from this turnaround.

Product Labeling
Details

This close ended Scheme is suitable for investors who are seeking[^]

- Capital appreciation with a long term investment horizon;
- Investing predominantly in equity & equity related securities;
- High Risk ■ (Brown)

Investment Case: Gap between Return on Equity (RoE) & interest rates has bottomed out



Source : Motilal Oswal Research

Fund Managers



Vinit Sambre
Fund Manager



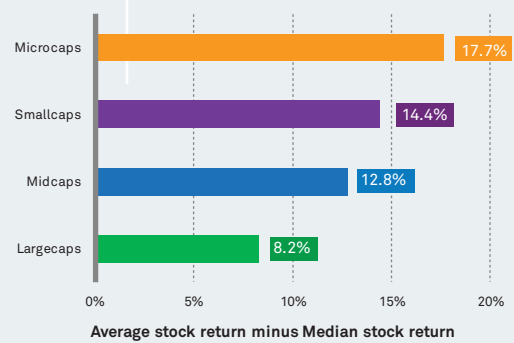
Laukik Bagwe
Fund Manager

[^]Investors should consult their financial advisors if in doubt about whether the scheme is suitable for them. Note: Risk may be represented as:

- Investors understand that their principal will be at Low risk ■ (Blue)
- Investors understand that their principal will be at Medium risk ■ (Yellow)
- Investors understand that their principal will be at High risk ■ (Brown)

Case for active management in mid/small/micro cap space

Difference between average stock returns and median stock returns



Difference between average and median returns – an indicator of how divergent the outliers are from the median

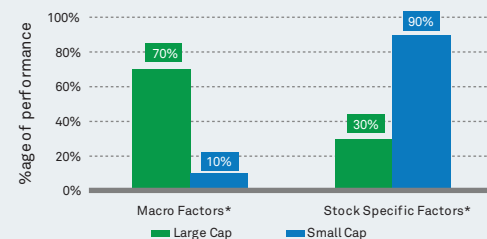
Ability to identify these outliers could potentially add significant alpha

Source: Bloomberg.

Note: Universe is top 500 stocks on market cap each year. Large-caps are defined as top 100 stocks on market capitalization, mid-caps as 101-200, small-caps as 201-300 and micro-caps as 301-500

As the average is much higher than median for small/micro caps vs large caps, there is a higher potential to generate alpha via active management

Amount of Performance explained by Macro Factors v/s Stock-Specific Factors



Under-owned & under-researched companies

Founders exert greater influence on operations

*Macro factors would include, for example, inflation, GDP growth, commodities prices, etc. Stock-specific factors include, for example, the company's earnings, product development and market share. Source: Citigroup

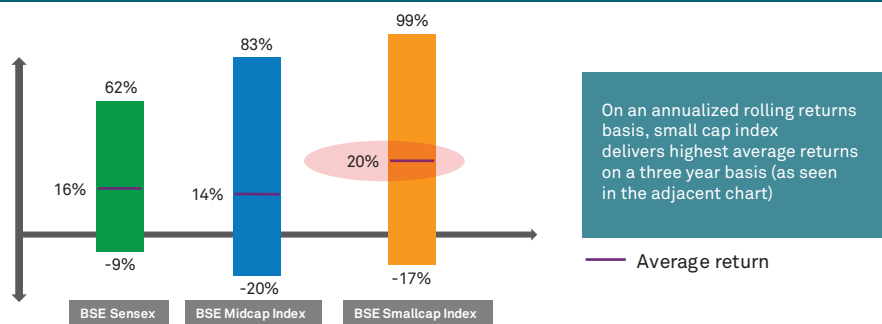
For small/micro cap stocks, company-specific factors have a much higher impact than macro factors

The data or figures mentioned above shall not be construed as indicative yields/returns of any of the Schemes of DSP BlackRock Mutual Fund.

Why choose a close ended equity fund?

Flexibility to the fund manager as he/she does not have to manage daily fund flows from investors

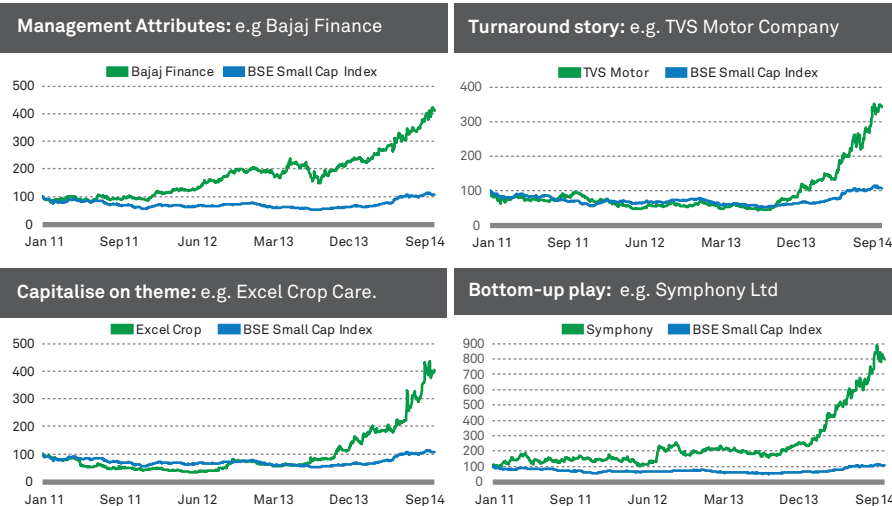
Liquidity within the small/micro cap segment is lower



The above chart shows performance range (minimum, maximum and average) for a three year holding period. Returns shown are annualized rolling returns with a daily rolling frequency. Period considered: April 2003 to August 2014.

Source: BSE, Internal. The data or figures mentioned above shall not be construed as indicative yields/returns of any of the Schemes of DSP BlackRock Mutual Fund.

Stock pickers market: generate alpha via active management



Source: Bloomberg; Data as on 30 September, 2014. Prices normalized to the base of 100. Individual stock price/stock performance does not represent the returns/performance of the Scheme. The data or figures mentioned above shall not be construed as indicative yields/returns of any of the Schemes of DSP BlackRock Mutual Fund.

Statutory Details: DSP BlackRock Mutual Fund was set up as a trust and the settlers/sponsors are DSP ADIKO Holdings Pvt. Ltd & DSP HMK Holdings Pvt. Ltd. (collectively) and BlackRock Inc. (Combined liability restricted to Rs. 1 lakh). **Trustee:** DSP BlackRock Trustee Company Pvt. Ltd. **Investment Manager:** DSP BlackRock Investment Managers Private Limited. **Risk Factors:** **Mutual funds, like securities investments, are subject to market and other risks and there can be no assurance that the Scheme's objectives will be achieved. As with any investment in securities, the NAV of Units issued under the Scheme can go up or down depending on the factors and forces affecting capital markets.** Past performance of the sponsor/AMC/mutual fund does not indicate the future performance of the Scheme. Investors in the Scheme are not being offered a guaranteed or assured rate of return. Investors in the Scheme are not being offered a guaranteed or assured rate of return. Each Scheme/Plan is required to have (i) minimum 20 investors and (ii) no single investor holding >25% of corpus. If the aforesaid point (i) is not fulfilled within the prescribed time, the Scheme/Plan concerned will be wound up and in case of breach of the aforesaid point (ii) the application to the extent of exposure in excess of the stipulated 25% limit would be liable to be rejected and the allotment would be effective only to the extent of 25% of the corpus collected. Consequently, such exposure over 25% limits will lead to refund within 5 Business days from the closure of the NFO period. **The name of the Scheme do not in any manner indicate the quality of the Scheme, its future prospects or returns.** In this material DSP BlackRock Investment Managers Pvt. Ltd. (the AMC) has used information that is publicly available, including information developed in-house. Information gathered and used in this material is believed to be from reliable sources. The AMC however does not warrant the accuracy, reasonableness and / or completeness of any information. We have included statements / opinions / recommendations in this document, which contain words, or phrases such as "will", "expect", "should", "believe" and similar expressions or variations of such expressions that are "forward looking statements". Actual results may differ materially from those suggested by the forward looking statements due to risk or uncertainties associated with our expectations with respect to, but not limited to, exposure to market risks, general economic and political conditions in India and other countries globally, which have an impact on our services and / or investments, the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices etc. **The product strategies mentioned in the document may change depending upon the market conditions and the same may not be relevant in future.**

All figures and other data given in this document are dated and the same may or may not be relevant in future and the same should not be considered as solicitation/ recommendation/guarantee of future investments by DSP BlackRock Investment Managers Pvt. Ltd. or its affiliates. The data or figures mentioned in this presentation shall not be construed as indicative yields/returns of any of the Schemes of DSP BlackRock Mutual Fund ("Fund"). **Past performance may or may not be sustained in the future.** The sector(s)/stock(s)/issuer(s) mentioned in this document do not constitute any recommendation of the same and the Fund may or may not have any future position in these sector(s)/stock(s)/issuer(s). Investors are advised to consult their own legal, tax and financial advisors to determine possible tax, legal and other financial implication or consequence of subscribing to the units of the Fund. **For investment objective, asset allocation, scheme specific risk factors and more details, please read the Scheme Information Document, Statement of Additional Information and Key Information Memorandum of Scheme available on ISC of AMC and also available on www.dspblackrock.com.**

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

Scheme Features

Name of the Scheme

DSP BlackRock 3 Years Close Ended Equity Fund

Type of Scheme

Close Ended Equity Scheme

Fund Managers

Vinit Sambre, Laukik Bagwe

NFO dates

7 November 2014 – 21 November 2014

Benchmark

CNX 500 Index

Entry load

Not Applicable

Exit load

NIL

(The Units under the Scheme cannot be directly redeemed with the Mutual Fund as the Units will be listed on the Stock Exchange/s.)

Plans

Regular Plan & Direct Plan

Options

- Growth (default option)
- Dividend Payout

Fund Managers	Vinit Sambre, Laukik Bagwe
Benchmark	CNX 500 Index
Market Capitalization	LARGE
	MID
	SMALL
	MICRO
Style	Flexible

35-40 stocks

FOR MORE INFORMATION

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