

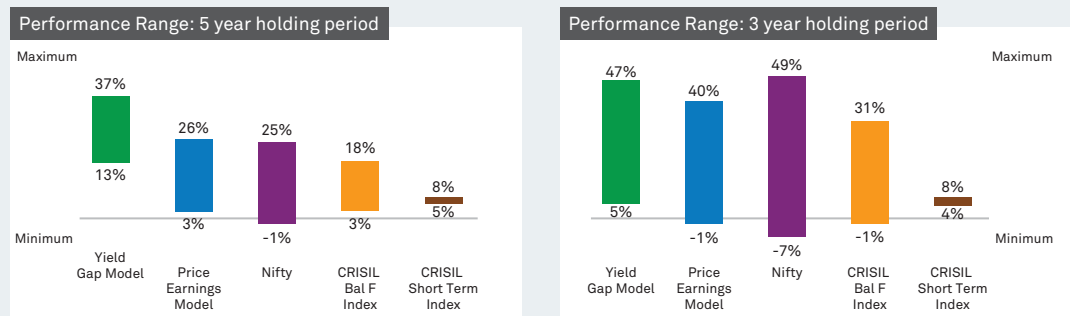
Why DSP BlackRock Dynamic Asset Allocation Fund (Scheme)?

- A first-of-its-kind Scheme that identifies the appropriate asset allocation between equity and debt by comparing the relative merits of investing in either asset class by considering the 'Yield Gap' ratio
- Resets the allocation when required, and that too, automatically
- Aims to eliminate confusion and hesitation from investors' minds
- Allows investors to invest peacefully

Why is asset allocation important?

- Trying to time the market is futile for regular investors: Investors inevitably end up making unsuitable decisions
- Understanding that any one asset class cannot be relied upon exclusively to provide consistent returns is critical
- The right balance of equities and fixed income in investor portfolios is what matters the most
- Asset allocation is an investor's best friend: It balances risks vs potential rewards for an investor by adjusting the equity-fixed income ratio in a portfolio according to the existing market conditions

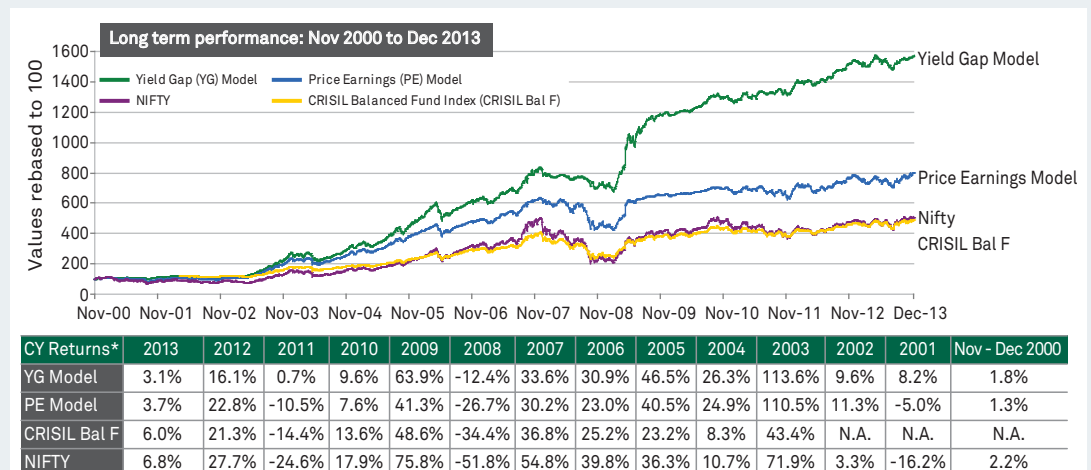
Range of returns over 3 and 5 year time periods^



This graph exhibits the maximum & minimum returns (rolling CAGR returns) generated by investment made on any date for a 5 and 3 year period during the past 10 years period ending on Dec 31, 2013. Past performance may or may not be sustained in future. Data source: Internal.

An investment product that utilizes an auto asset allocation strategy based on the Yield Gap Model can be a strong addition to any investor's core portfolio

Superiority of the Yield Gap model: Long term performance^



This graph exhibits long term performance figures from Nov 2000 to Dec 2013. Past performance may or may not be sustained in future. Data source: Internal.

The Yield Gap not only provides investors a superior way of investing, but endeavors to limit downside during market downturns.

Note: The performance of the YG and PE models is based on select DSP BlackRock Mutual Fund (DSPBR) schemes. Schemes considered for equity allocation: (i) Nov 2000 - March 2003: DSPBR Equity Fund (ii) March 2003 till Dec 2013: DSPBR Equity Fund and DSPBR Top 100 Equity Fund (in equal proportion); for fixed income allocation: (i) Nov 2000 - May 2007: DSPBR Bond Fund (ii) May 2007 till Dec 2013: DSPBR Strategic Bond Fund and DSPBR Short Term Bond Fund (in equal proportion). An exit load of 1% has been considered whenever the asset allocation changes from equity to debt or debt to equity. These figures, however, do not in any manner indicate the future returns/performance of DSP BlackRock Dynamic Asset Allocation Fund. The CRISIL Balanced Fund Index commenced from April 1, 2002 and hence the graph for it has been plotted accordingly. *Calendar Year (CY) performance.

Product Labeling Details

This Open ended Fund of Funds Scheme is suitable for investors who are seeking^

- Long-term capital growth;
- Investments in units of one or more equity mutual funds and debt mutual funds of DSP BlackRock Mutual Fund;
- High Risk ■ (Brown)

Fund Managers



Apoorva Shah
Fund Manager



Dhawal Dalal
Fund Manager

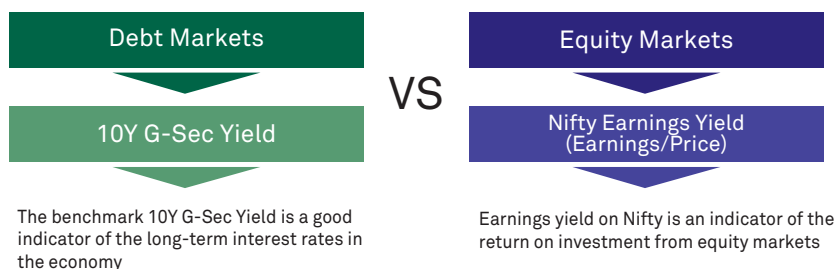
^Investors should consult their financial advisors if in doubt about whether the scheme is suitable for them.

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)

How does this Scheme identify asset allocation?

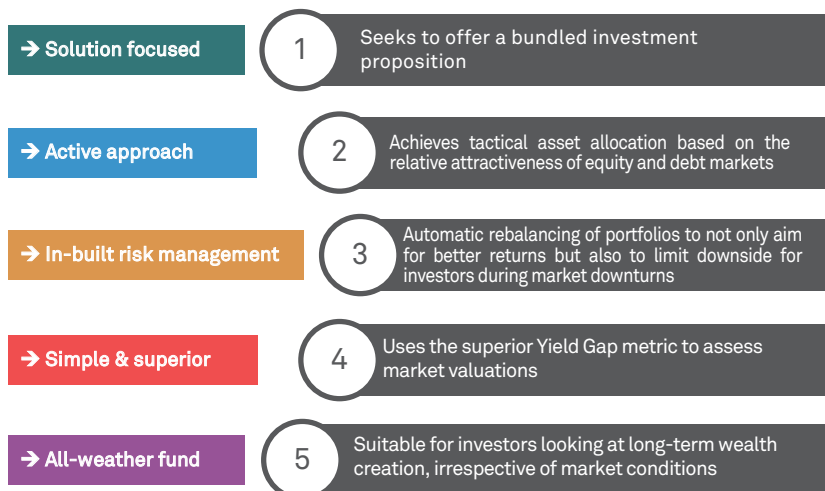
- Relative attractiveness of equity vs fixed income is identified by studying the Yield Gap
- Higher the earning potential of an asset class, higher the allocation towards it



$$\text{Yield Gap} = \text{10Y G-Sec Yield} / \text{Earnings Yield of Nifty}$$

- If equity is more attractive than debt: Equity allocation ↑ Debt allocation ↓
- If debt is more attractive than equity: Debt allocation ↑ Equity allocation ↓

Why should an investor consider this Scheme?



Disclaimer:

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

FOR MORE INFORMATION

Contact Centre: 1800 200 4499

Email: service@dspblackrock.com

Website: www.dspblackrock.com

Scheme Features

Name of the Scheme

DSP BlackRock Dynamic Asset Allocation Fund

Type of Scheme

Open-ended Fund of Funds Scheme

Underlying Equity Schemes*

DSP BlackRock Equity Fund
DSP BlackRock Top 100 Equity Fund

Underlying Fixed Income Schemes*

DSP BlackRock Strategic Bond Fund
DSP BlackRock Short Term Fund

Fund Managers

Apoorva Shah & Dhawal Dalal

NFO dates

17 January 2014 – 31 January 2014

Benchmark

CRISIL Balanced Fund Index

Entry load

Not Applicable

Exit load

Holding period ≤ 1 year: 1%
Holding period >1 year; ≤2 years : 0.5%
Holding period >2 years: Nil

Plans

Regular Plan & Direct Plan

Options

Growth (default option)
Dividend Payout; Dividend Reinvest

*DSP BlackRock Dynamic Asset Allocation Fund also has a provision to invest in three other equity schemes (DSP BlackRock Focus 25 Fund, DSP BlackRock Opportunities Fund and DSP BlackRock India T.I.G.E.R. Fund (The Infrastructure Growth and Economic Reforms Fund) and three other fixed income schemes (DSP BlackRock Money Manager Fund, DSP BlackRock Banking & PSU Debt Fund and DSP BlackRock Income Opportunities Fund) of DSP BlackRock Mutual Fund. Please read the SID carefully for more details on these schemes and also for more details on risk factors before investment.

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MUTUAL FUND