



DSP BLACKROCK

EQUAL NIFTY 50 FUND

OPEN ENDED INDEX LINKED EQUITY SCHEME

NFO Period: September 29, 2017 to October 13, 2017

What are the two core investment principles?

Principle #1: Buy companies that are sector leaders, can ride through cycles

Nifty 50 Index can help achieve #1

- ▶ Stock weights based on market cap
- ▶ Undue concentration on few stocks (eg: HDFC Bank ~9.5%)
- ▶ Higher concentration on few sectors (eg: Financial Services 36%)

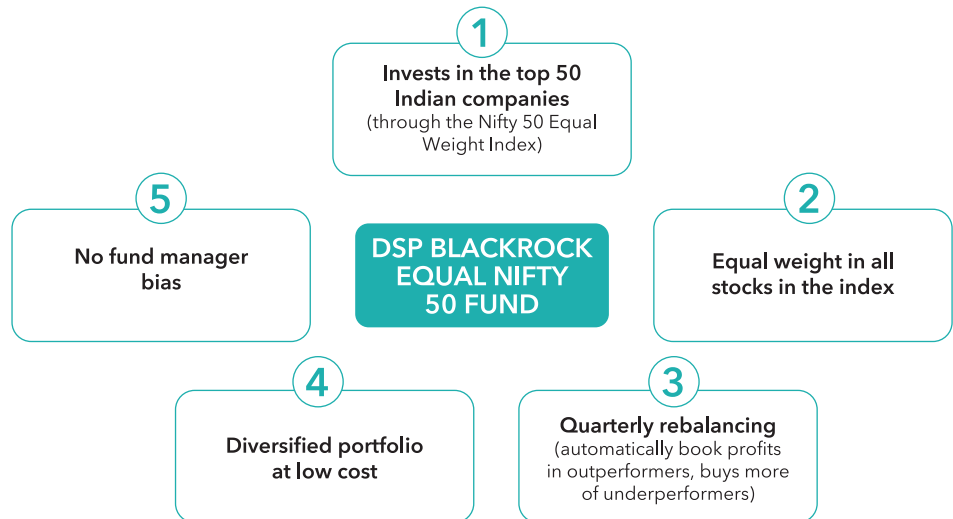
Principle #2: Diversify across stocks and sectors

Nifty 50 Equal Weight Index can help achieve #1 & #2

- ▶ Stock weights are all equal
- ▶ Lower stock specific risk (eg: HDFC Bank ~2%)
- ▶ Lower sector concentration (eg: Financial Services 21%)

Source - Internal. Data as on 31st July, 2017.

What is DSP BlackRock Equal Nifty 50 Fund?



Why is Nifty 50 Equal Weight Index more balanced than Nifty 50 Index?

	Nifty 50 Index	Nifty 50 Equal Weight Index
Top 10 stocks	~54%	~23%
Bottom 10 stocks	~5%	~16%
Top 5 sectors	~82%	~69%

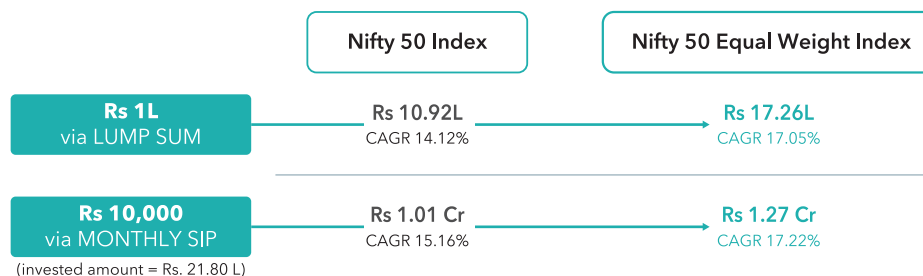
In Nifty 50 Index, weight of top stock = HDFC Bank = ~9.5% = weight of bottom 16 stocks

Source - Internal. Data as on 31st July, 2017.

Did Nifty 50 Equal Weight Index perform better than Nifty 50 Index?

IN 11 OF 17 YEARS, NIFTY 50 EQUAL WEIGHT INDEX OUTPERFORMED

CAGR ALPHA= 2.92%



Figures for indices are on Total Return basis. Data from 30th June, 1999 to 31st July, 2017. Source - IISL. These figures pertain to performance of the Index and do not in any manner indicate the returns/performance of the Scheme. Past performance may or may not be sustained in future.

Portfolio and sector balance achieved via Nifty 50 Equal Weight Index

Top stocks: Every player has an equal potential to perform

Company name*	Weight in Nifty 50 Index	Weight in Nifty 50 Equal Weight Index
HDFC Bank Ltd.	9.5%	2.1%
Housing Development Finance Corporation Ltd.	7.5%	2.2%
Reliance Industries Ltd.	7.0%	2.4%
ITC Ltd.	6.4%	1.8%
Infosys Ltd.	5.3%	2.0%
ICICI Bank Ltd.	5.1%	2.0%
Larsen & Toubro Ltd.	3.9%	1.9%
Tata Consultancy Services Ltd.	3.5%	1.8%
Kotak Mahindra Bank Ltd.	3.3%	2.0%
State Bank of India	3.0%	2.0%
Total	54.4%	20.2%

Source - Internal. Data as on 31st July, 2017. *Top 10 companies as per Nifty 50 Index

Top sectors: Right-sizing of sectors reduces concentration risk

Sector name*	Weight in Nifty 50 Index	Weight in Nifty 50 Equal Weight Index
Financial Services	36.0%	20.7%
Energy	13.6%	15.5%
IT	11.7%	9.5%
Automobile	10.8%	13.7%
Consumer Goods	9.9%	5.9%
Total	82.1%	65.2%

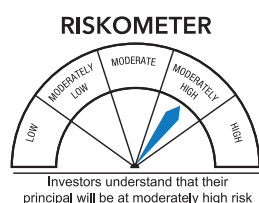
Source - Internal. Data as on 31st July, 2017. *Top 5 sectors as per Nifty 50 Index

PRODUCT LABELLING & SUITABILITY

This open ended index linked equity Scheme is suitable for investor who are seeking*

- Long-term capital growth
- Returns that are commensurate with the performance of NIFTY 50 Equal Weight Index, subject to tracking error.

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



Investment Objective: To invest in companies which are constituents of NIFTY 50 Equal Weight Index (underlying Index) in the same proportion as in the index and seeks to generate returns that are commensurate (before fees and expenses) with the performance of the underlying Index. There is no assurance that the investment objective of the Scheme will be realized. **Benchmark:** Nifty 50 Equal Weight Index. **Fund Manager:** Gauri Sekaria. **Asset Allocation:** Under normal circumstances, it is anticipated that the asset allocation of the Scheme shall be as follows: A. Equity and equity related securities covered by Nifty 50 Equal Weight Index: 95% to 100%, B. Debt and money market instruments: 0% to 5%. **Exit Load:** Nil. **Minimum Application Amount (First purchase & subsequent purchase):** For both during NFO (except SIP) and after the scheme reopens for ongoing purchase. Applicable to both **Regular & Direct Plan:** For first investment - Rs. 1,000 and any amount thereafter and for additional purchase - Rs. 500 & any amount thereafter.

Risk Factors: 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. Each Scheme 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 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 does not in any manner indicate the quality of the Scheme, its future prospects or returns. All figures and other data given in this document are dated (unless otherwise specified) 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. 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 Scheme specific risk factors please refer the Scheme Information Document ('SID'). For further details, please refer the Statement of Additional Information, SID and Key Information Memorandum cum Application Forms of the Scheme, which are available at AMC and Registrar Offices and Investor Service Centres/AMC website viz. www.dspblackrock.com. The sector(s)/stock(s)/issuer(s) mentioned in this document is only for illustration purpose, and do not constitute any recommendation/opinion of the same and the Underlying Fund may or may not have any future position in these sector(s)/stock(s)/issuer(s). IISL Disclaimer: The product on Nifty 50 Equal Weight Index is not sponsored, endorsed, sold or promoted by India Index Services & Products Limited (IISL). IISL does not make and expressly disclaims any representation or warranty, express or implied (including warranties of merchantability or fitness for particular purpose or use) regarding the advisability of investing in the products linked to Nifty 50 Equal Weight Index or particularly in the ability of the Nifty 50 Equal Weight Index to track general stock market performance in India. Please read the full Disclaimers in relation to the Nifty 50 Equal Weight Index in the Offer Document.

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY