



DSP BLACKROCK
MUTUAL FUND
dspblackrock.com

DSP BLACKROCK

EQUAL NIFTY 50 FUND

INVEST IN THE **50 GEMS** OF THE INDIAN STOCK MARKET

OPEN ENDED INDEX LINKED EQUITY SCHEME

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

Two Core Investment Principles

1. Buy companies that are sector leaders, can ride through cycles

Investing in Nifty 50 Index can help achieve this. However:

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

2. Diversify across stocks and sectors

Investing in Nifty 50 Equal Weight Index can help achieve both the above:

- Stock weights are all equal
- Lower stock specific risk (eg: HDFC Bank ~2%)
- Lower sector concentration (eg: Financial Services 20%)

What is Equal Weight Index?

1. **Equal weights** for every company within the index
2. **Quarterly realignment** back to equal weights
3. **Periodic rebalancing** books profits in outperformers, buys more of underperformers

Equal Weight Index is like a smart team: every player has equal potential to perform!

Nifty 50 Equal Weight Index: Balanced diversification

Top 10 companies as per Nifty 50 Index

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%
I T C 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%

Did you know? In Nifty 50 Index, weight of top stock (HDFC Bank, 9.5%) =weight of bottom 16 stocks

Every player has an equal potential to perform

Top 10 companies: Nifty 50 Index= 54% weight, Nifty 50 Equal Weight Index= 23%* weight

Data as on 31st July, 2017, *This is the total of the actual top 10 companies' weights in Nifty 50 Equal Weight Index

Nifty 50 Equal Weight Index: Balanced diversification

Bottom 10 companies as per Nifty 50 Index

Company Name	Weight in Nifty 50 Index	Weight in Nifty 50 Equal Weight Index
Lupin Ltd.	0.6%	1.7%
GAIL (India) Ltd.	0.6%	1.8%
Tech Mahindra Ltd.	0.6%	1.7%
Bosch Ltd.	0.6%	1.9%
Aurobindo Pharma Ltd.	0.5%	2.6%
Ambuja Cements Ltd.	0.5%	2.1%
Bank of Baroda	0.4%	1.7%
Tata Power Co. Ltd.	0.4%	1.9%
ACC Ltd.	0.4%	2.0%
Tata Motors Ltd DVR	0.3%	0.2%
Total	5.1%	17.8%

Every player has an equal potential to perform

Bottom 10 companies: Nifty 50 Index=5% weight, Nifty 50 Equal Weight Index= 16%* weight

Data as on 31st July, 2017, *This is the total of the actual bottom 10 companies' weights in Nifty 50 Equal Weight Index

Nifty 50 Equal Weight Index: Balanced diversification

Top 5 sectors as per Nifty 50 Index

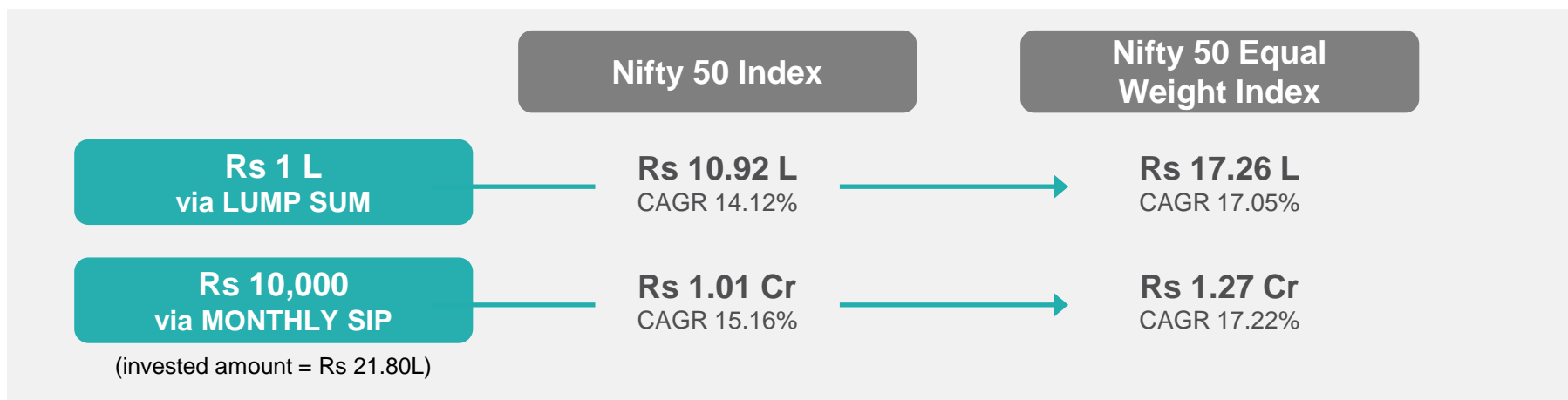
Sector Name	Weight in Nifty 50 Index	Weight in Nifty 50 Equal Weight Index
Financial Services	36.0%	20.7%
Energy	13.6%	15.5%
IT	11.7%	9.5%
Automobile	10.8%	13.7%
Consumer Goods	9.9%	5.9%
Total	82.1%	65.2%

Right-sizing of sectors reduces concentration risk

Top 10 sectors: Nifty 50 Index=82% weight, Nifty 50 Equal Weight Index= 69%* weight

Data as on 31st July, 2017, *This is the total of the actual top 5 sectors' weights in Nifty 50 Equal Weight Index

Historical Performance: Nifty 50 Equal Weight Index v/s Nifty 50 Index



Index	P/E	P/B	Dividend Yield	Standard Deviation	Beta (Nifty 50)	Correlation (Nifty 50)
Nifty 50 Equal Weight Index	24.65	3.13	1.20	23.01	0.93	0.96
Nifty 50 Index	25.69	3.51	0.95	23.74		

Figures for indices are on Total Return basis. Data from 30th June, 1999 to 31st July, 2017. Source - IISL. Index risk characteristics data is based on Price Return Index. 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.

Nifty 50 Equal Weight Index outperformed with CAGR alpha of 2.92%

Calendar Year Performance: Nifty 50 Equal Weight Index v/s Nifty 50 Index

	2008	2009	2010	2011	2012	2013	2014	2015	2016
Nifty 50 Equal Weight Index	-49.66%	100.62%	16.63%	-25.42%	31.80%	3.68%	34.75%	-5.16%	6.81%
Nifty 50 Index	-51.27%	77.59%	19.22%	-23.81%	29.43%	8.07%	32.90%	-3.01%	4.39%

	2000	2001	2002	2003	2004	2005	2006	2007
Nifty 50 Equal Weight Index	-11.69%	-11.13%	15.81%	109.44%	22.86%	38.68%	36.80%	55.19%
Nifty 50 Index	-13.36%	-15.05%	5.34%	76.61%	13.04%	38.63%	41.90%	56.80%

Source – IISL. Data from 30th June, 1999 to 30th December, 2016. Highlighted years are the ones in which Nifty 50 Equal Weight Index outperformed the Nifty 50 Index

Figures for indices are on Total Return basis. 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.

Nifty 50 Equal Weight Index outperformed in 11 out of 17 years

5 Reasons to Invest in DSP BlackRock Equal Nifty 50 Fund

1. **Invest in the top 50 Indian companies** through Nifty 50 Equal Weight Index
2. **Equal weight in all stocks in the index**
3. **Quarterly rebalancing** books profits in outperformers, buys more of underperformers
4. **Diversified portfolio at low cost**
5. **No fund manager bias**

Fund Manager: Gauri Sekaria



Gauri joined DSP BlackRock Investment Managers in 2017 as Vice President in the ETF & Passive Investments Division. Gauri has over 12 years of experience in management of ETFs and Index Funds.

Prior to joining DSP BlackRock, she worked for Goldman Sachs Asset Management (erstwhile Benchmark Asset Management Co. Pvt. Ltd.) Gauri is FRM (GARP, USA) and MSc in International Securities Investment & Banking from Henley Business School, UK.

DSP BlackRock

2017

- ▶ Joined DSP BlackRock Investment Managers Pvt Ltd. to manage passive investments including Exchange Traded Funds and Index Funds

Goldman Sachs

2011 - 2016

- ▶ Designated portfolio manager for GSAM's onshore ETFs.
- ▶ Involved in the successful launch of India's first disinvestment ETF - CPSE ETF & part of working group formed for the new CPSE ETF RFP.
- ▶ Developed market making activities in order to promote growth of ETFs in India

Benchmark Asset Management Co.

2005 - 2011

- ▶ Part of initial founding team who were pioneers in conceptualizing and successfully launching various equity, debt, commodity and international ETFs in India
- ▶ Successfully managed the first Arbitrage/ Derivative Fund launched in India
- ▶ Experience in managing India's first quant based investments under Separate Accounts.

Education

- ▶ FRM (Global Association of Risk Professionals, USA), 2011
- ▶ MSc. International Securities, Investments & Banking, Henley Business School, University of Reading, UK, 2005
- ▶ Bachelors of Business Management (Finance), Bangalore University, 2004

DSP BlackRock Equal Nifty 50 Fund: Scheme Features

Investment Objective	<p>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</p> <p>There is no assurance that the investment objective of the Scheme will be realized.</p>
Benchmark	Nifty 50 Equal Weight Index
Fund Manager	Gauri Sekaria
Asset Allocation	<p>Under normal circumstances, it is anticipated that the asset allocation of the Scheme shall be as follows:</p> <p>A. Equity and equity related securities covered by Nifty 50 Equal Weight Index: 95% to 100%</p> <p>B. Debt and money market instruments: 0% to 5%.</p>
Exit Load	Nil
Minimum Application Amount (First purchase & subsequent purchase)	<p>For both during NFO (except SIP) and after the scheme reopens for ongoing purchase</p> <p>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.</p>
NFO Details	NFO opens: 29 th September, 2017 NFO closes: 13 th October, 2017

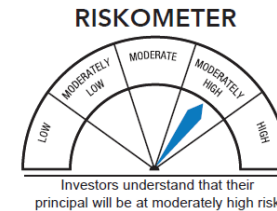
Product Labelling, Suitability and Disclaimers

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.



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 do 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(s) are not sponsored, endorsed, sold or promoted by India Index Services & Products Limited ("IISL"). IISL does not make any representation or warranty, express or implied, to the owners of the Product(s) or any member of the public regarding the advisability of investing in securities generally or in the Product(s) particularly or the ability of the Nifty 50 Equal Weight Index to track general stock market performance in India. The relationship of IISL to the Issuer is only in respect of the licensing of the Indices and certain trademarks and trade names associated with such Indices which is determined, composed and calculated by IISL without regard to the Issuer or the Product(s). IISL does not have any obligation to take the needs of the Issuer or the owners of the Product(s) into consideration in determining, composing or calculating the Nifty 50 Equal Weight Index. IISL is not responsible for or has participated in the determination of the timing of, prices at, or quantities of the Product(s) to be issued or in the determination or calculation of the equation by which the Product(s) is to be converted into cash. IISL has no obligation or liability in connection with the administration, marketing or trading of the Product(s). IISL do not guarantee the accuracy and/or the completeness of the Nifty 50 Equal Weight Index or any data included therein and IISL shall have not have any responsibility or liability for any errors, omissions, or interruptions therein. IISL does not make any warranty, express or implied, as to results to be obtained by the Issuer, owners of the product(s), or any other person or entity from the use of the Nifty 50 Equal Weight Index or any data included therein. IISL makes no express or implied warranties, and expressly disclaim all warranties of merchantability or fitness for a particular purpose or use with respect to the index or any data included therein. Without limiting any of the foregoing, IISL expressly disclaim any and all liability for any claims, damages or losses arising out of or related to the Products, including any and all direct, special, punitive, indirect, or consequential damages (including lost profits), even if notified of the possibility of such damages.

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