

NFO Opens: January 18, 2016

NFO Closes: February 01, 2016

Sundaram Value Fund will invest in a well diversified portfolio through fundamental analysis, where stock selection is characterized by an emphasis on value opportunity compared to peers, thus taking advantage of the expected price appreciation in the future.

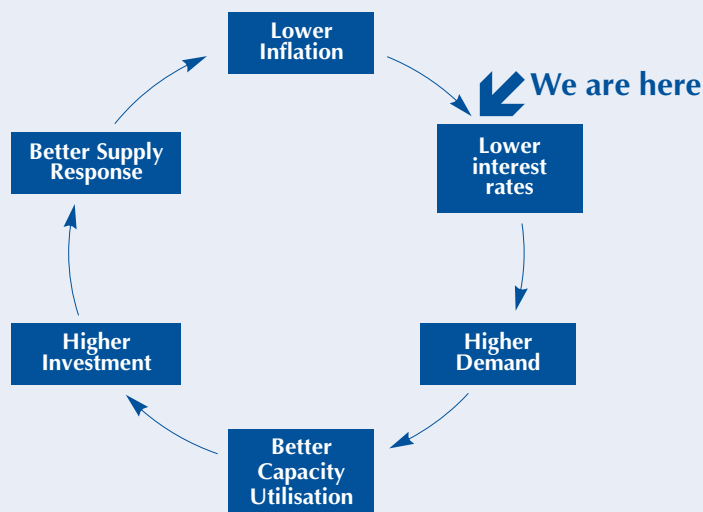
Fundamental Value Proposition

India-macro momentum is strong

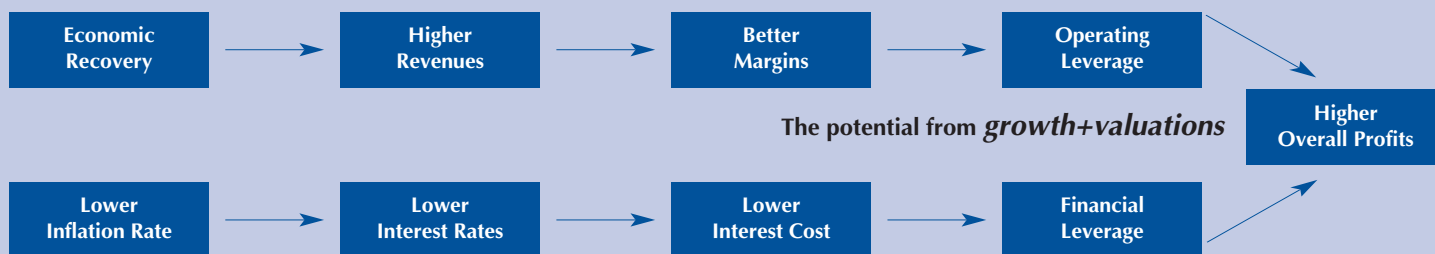
	FY14	FY16E
GDP growth (%)	6.6	7.5
CPI Inflation (%)	10.0	5.0
CAD (% of GDP)	1.7	0.8
Deficit (% of GDP)	4.4	3.9
10-year yield (%)*	8.8	7.6
Currency rank *	22/24	4/26

*Note: The currency rank and ten year yield relates to Nov.'13 and Nov.'15
 Source : Bloomberg*

Virtuous Cycle Commenced



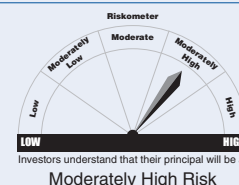
Hence stocks are poised to benefit



This product is suitable for investors who are seeking*

- Long term capital growth,
- investment in a well diversified portfolio of stocks through fundamental analysis.

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



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—Sundaram—
Value Fund Series III
 A Five Year Closed-End Equity Scheme



SUNDARAM MUTUAL
 UNEARTHING OPPORTUNITIES

Major Capex spends - Big boost to economy

Defence

- Next five years to see ₹ 6.6 tr. of defence procurement
- ₹ 1.2tr. Defence manufacturing opportunity over the next decade

Railway

- 2015-19 set to see a ₹ 9.2 tr. Capex plan, at 7% of GDP
- One unit increase in rail output increases that of other sectors by 5X

Roadways

- Project award target of 10,000kms for the year
- Budgetary allocation more than doubled

Coal and renewables

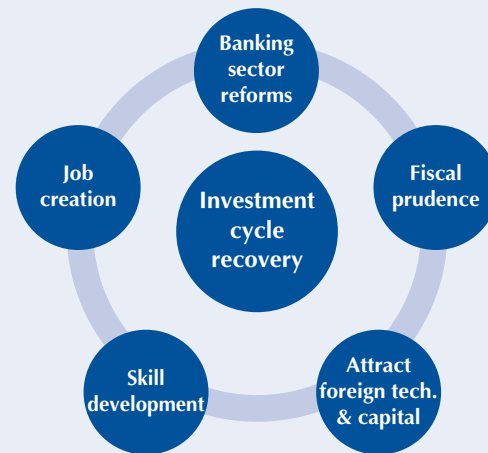
- Transparent Coal mine auctions, coal plant linkages, another SEB restructuring and T&D capex focus
- 100GW solar and 60GW wind power targets by 2022

Higher improvement to Urban infrastructure through

- Smart city roll outs, industrial corridors, better water supply and higher pollution control and safety norms

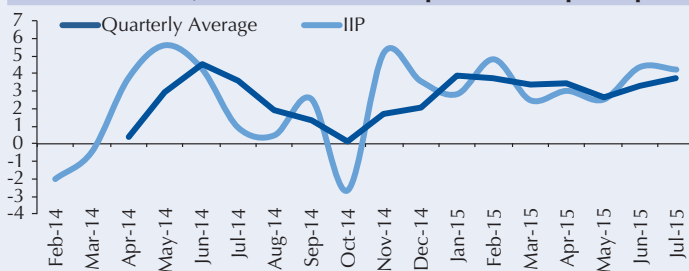
Source : GOI; News Reports; Indian Railways; NHAI; Coal India

Government efforts are bringing about a paradigm structural change

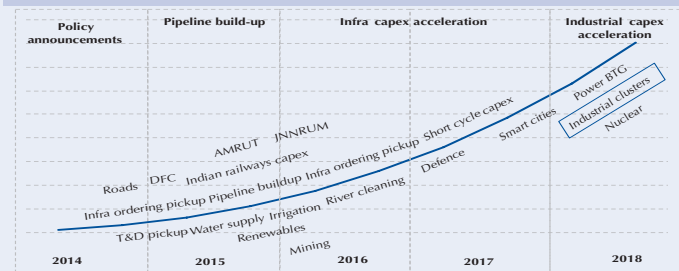


Growth begins its return journey

IIP (%YoY QMA) IP and Core IP poised for a pick up



Pro-cyclical Government led push



Investment Strategy & Fund Facts

- To seek capital appreciation by investing predominantly in equity/equity-related instruments of companies that are undervalued across the market capitalization
- A reasonably diversified multi –cap portfolio of about 30-40 stocks
- Bottom-up approach
- Active management of portfolio
- The fund proposes to adopt an investor-friendly dividend policy (surpluses permitting) to ensure that liquidity is not restricted for a 5-year horizon.

- ✓ Dividends maybe declared between NAV band of Rs 12 to Rs 16
- Benchmark – S&P BSE 500
- Fund Manager - S Krishnakumar & Madanagopal Ramu (Co-Fund Manager-Equity) and Dwijendra Srivastava (Fixed Income)
- Asset Allocation –
 - ✓ Equity & equity-related securities: 80-100%
 - ✓ Fixed Income Securities & Money Market Instruments: 0-20%

Disclaimer: Copies of the Statement of Additional Information, Scheme Information Document and application form with Key Information Memorandum may be obtained from the offices / Investor Service Centres of Sundaram Mutual or its authorized distributors or downloaded from www.sundarammutual.com. **Past performance is no guarantee of future result. General Risk Factors:** There can be no assurance or guarantee that fund's objectives will be achieved. NAV may go up or down, depending on the factors and forces affecting the securities market. Main types are market risk, liquidity risk, credit risk and systemic risks. At times, liquidity of investments may be impaired. There is uncertainty of dividend distribution and risk of capital loss. Past performance of the Sponsor/Asset Management Company/Fund does not indicate the future performance. Investors in the schemes are not being offered any guaranteed or indicated returns. Sundaram Value Fund Series III is only the name of the scheme and do not in any manner indicate either quality or future prospects and returns. **Fund Facts:** Minimum Investment amount - ₹5,000/- & in multiples of ₹10 thereafter. Fund Manager: S. Krishna Kumar & Madanagopal Ramu (Co-Fund Manager-Equity) and Dwijendra Srivastava (Fixed Income); Benchmark: S&P BSE 500. Plans: Regular & Direct. Options: Growth & Dividend Payout. Load: Entry Load - Nil; Exit load - Not Applicable. **General Disclaimer:** This document is issued by Sundaram Asset Management, an Investment Manager registered with the Securities and Exchange Board of India in India and is produced for information purposes only. It is not a prospectus or Offer Document or Scheme Information Document or an offer or solicitation to buy any securities or other investment. Information and opinion contained in this document are published for the assistance of the recipient only; they are not to be relied upon as authoritative or taken as a substitution for exercise of judgment by any recipient. They are subject to change without any notice and not intended to provide the sole basis of any evaluation of the instrument discussed or offer to buy. It is neither a solicitation to sell nor shall it form the basis of or be relied upon in connection with any contract or commitment whatsoever or be taken as investment advice. The information and opinions contained in this communication have been obtained from sources that Sundaram Asset Management believes to be reliable; no representation or warranty, express or implied, is made that such information is accurate or complete and it should not be relied upon as such. Sundaram Asset Management neither guarantees its accuracy and/or completeness nor does it guarantee to update the information from time to time. By accepting this document you agree to be bound by the foregoing limitations. This communication is for general information only without regard to specific objectives, financial situations and needs of any particular person who may receive it and Sundaram Asset Management is not soliciting any action based on this document. Sundaram Asset Management in the discharge of its functions, may use any of the data presented in this document for its decision-making purpose and is not bound to disclose the same. For scheme specific risk factors, asset allocation, load structure, fund facts and taxation aspects please refer the Statement of Additional Information and Scheme Information Document available online and at branches/Investor Service Centres. **Statutory:** Mutual Fund: Sundaram Mutual Fund is a trust under Indian Trusts Act, 1882 Liability for sponsor is limited to ₹ 1 lakh. **Sponsor:** Sundaram Finance Ltd. **Investment Manager:** Sundaram Asset Management Company Ltd. **Trustee:** Sundaram Trustee Company Ltd.

Mutual Fund Investments are subject to market risks, read all Scheme related documents carefully.

Contact your investment advisor or call: Toll Free 1800 103 7237 (India) +91 44 49057300 (NRI)

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Sundaram Asset Management

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