

PRESS RELEASE

**Mahindra AMC launches “Mahindra Unnati Emerging Business Yojana”**

**New Fund offer opens for initial subscription from January 8, 2018 to January 22, 2018**

**Hyderabad, December 27, 2017:** Mahindra Asset Management Company Pvt. Ltd. (MAMCPL), the investment manager to Mahindra Mutual Fund and a wholly owned subsidiary of Mahindra Finance will launch **Mahindra Unnati Emerging Business Yojana**, Mid Cap Fund – An open ended equity scheme predominantly investing in mid cap schemes. The New Fund Offer opens on January 8, 2018 and closes on January 22, 2018. The scheme will reopen for continuous sale and repurchase from February 6, 2018.

**Mr Ashutosh Bishnoi, MD & CEO, Mahindra AMC said,** “Indian economy is poised for a multiyear growth phase, with the governments focus on reforms. Investment opportunities will also emerge with formalisation of economy leading to shifting of market share from unorganised to organised sector in highly fragmented consumer segments bringing nations progress closer to every household.

**Mr Bishnoi, further added,** In a relatively sluggish macro growth environment Midcap companies have shown higher earnings growth compared to large caps. We do see enough scope for stock-specific investment opportunities in the mid-cap space, especially in those segments that have multi-year structural growth outlook. As economies become larger there are multiple opportunities / niche in multiple sectors to create a fair market place. The fund would give investors an opportunity to participate in the growth story of today’s emerging companies which have the potential to become market leaders in the future.

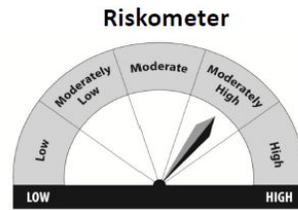
The four reasons to invest in the scheme are as follows:

- a) Growing India :** India has the potential to become one of the fastest growing economies in the world
- b) Return Potential:** Medium sized businesses that are upgrading and innovating regularly have a potential to generate higher risk adjusted returns in the long term
- c) Quality of Investment:** Bottom-up selection of focused sustainable businesses across sectors that are likely to be tomorrow's large caps
- d) Active Management:** An actively managed portfolio with primary investments in mid-cap segment

The scheme is suitable for investors who seek long term capital appreciation

The scheme would invest minimum 65% in Mid Cap companies and upto 35% in stocks other than mid cap. Bottom up stock selection will focus on market leaders in smaller markets or focused single-line businesses in larger markets, that have shown growth and are likely to be the next large caps.

This product is suitable for investors who are seeking\*



- Long term capital appreciation;
  - Investment predominantly in equity and equity related securities including derivatives of mid cap companies.
- \* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

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

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### About Mahindra Mutual Fund

Mahindra Asset Management Company Private Limited, a company incorporated under the Companies Act, 1956, is the Investment Manager for Mahindra Mutual Fund. It is a wholly owned subsidiary of Mahindra and Mahindra Financial Services Limited (MMFSL).

Mahindra Mutual Fund endeavors to offer a variety of mutual fund schemes pan-India, with special focus in rural and semi-urban areas.

**Statutory Details:** Mahindra Mutual Fund has been constituted as a Trust under the Indian Trusts Act, 1882. Sponsor: Mahindra & Mahindra Financial Services Limited. (liability of Sponsor limited to Rs. 1,00,000/-) Trustee: Mahindra Trustee Company Private Limited. Investment Manager: Mahindra Asset Management Company Private Limited. The Sponsor, Trustee and Investment Manager are incorporated under the Companies Act, 1956.

### About Mahindra & Mahindra Financial Services Limited

Mahindra & Mahindra Financial Services Limited (Mahindra Finance), part of the Mahindra Group, is one of India's leading non-banking finance companies. Focused on the rural and semi-urban sector, Mahindra Finance has over 4.8 million customers and has an AUM of over USD 6 billion. Mahindra Finance is a leading vehicle and tractor financier and also offers fixed deposits and loans to SMEs. It has 1,178 offices across the country and is the first Non-Banking Finance Company from India to form a part of Dow Jones Sustainability Index. Mahindra Finance has been ranked among the Top 50 "India's Best Companies to Work For 2017" by Great Place to Work® (GPTW) Institute in collaboration with The Economic Times.

Mahindra Finance's Insurance Broking subsidiary, Mahindra Insurance Brokers Limited (MIBL), is a licensed Composite Broker providing Direct and Reinsurance broking services.

Mahindra Rural Housing Finance Limited (MRHFL) a subsidiary of Mahindra Finance provides loans for purchase, renovation, construction of houses to individuals in the rural and semi-urban areas of the country.

Mahindra Asset Management Company Private Limited (MAMCPL), a wholly-owned subsidiary of Mahindra Finance, is acting as the Investment Manager of Mahindra Mutual Fund.

Mahindra Finance USA LLC, in partnership with De Lage Landen, a subsidiary of Rabo Bank, for financing Mahindra tractors in US.

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## About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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