

PRESS RELEASE

Mahindra AMC to launch Mahindra Mutual Fund Dhan Sanchay Yojana

New Fund Offer Opens January 10, 2017

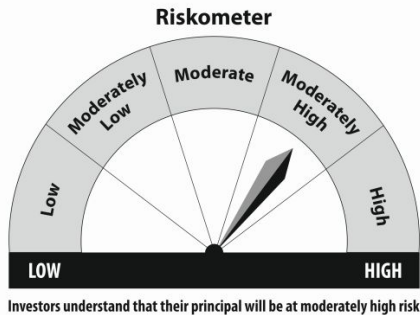
Mumbai, India, December 26, 2016: Mahindra Asset Management Company Pvt. Ltd. (MAMCPL), the investment manager to Mahindra Mutual Fund and the wholly owned subsidiary of Mahindra Finance, today announced the launch of its open-ended equity scheme "Mahindra Mutual Fund Dhan Sanchay Yojana". The scheme seeks to generate long term capital appreciation and income through investments in equity and equity related instruments, arbitrage opportunities and debt & money market instruments. The new fund offer will open from January 10, 2017 and will close on January 24, 2017. Thereafter, the scheme will reopen for continuous sale and repurchase from February 8, 2017.

Mahindra Mutual Fund Dhan Sanchay Yojana is best suited for investors who are keen to take a measured exposure in the equity market and are looking for an optimal investment solution through investment in both equity and debt.

"We at MAMCPL have chosen to reach out to the underserved markets, to tap into the savings and investment potential beyond urban India in the semi-urban and rural markets. Our approach is based on educating the potential customer in our priority markets and explaining the investment opportunities to them in their own language, starting with the product names. Our endeavour is to enable the customer to inculcate an investment culture and thereby help them understand the importance of the role of specific mutual fund products." said **Ashutosh Bishnoi, CEO and Managing Director, MAMCPL.**

Jatinder Pal Singh, Head of Sales and Distribution of MAMCPL said, "This Yojana is for those investors who seek to take a calculated exposure in both, equity and debt with a long term investment outlook. The principle of this Yojana is 'Lakshya Anek, Yojana Ek.' The balanced nature of the portfolio provides growth potential and stability at the same time. Thereby, allowing investors to plan how to finance various goals in their lives, such as – buying a dream car or a dream home, life post retirement, building an emergency fund or even simply for paying off loans."

This product is suitable for investors who are seeking*:



- Long term capital appreciation and generation of income;
- Investment in equity and equity related instruments, arbitrage opportunities and debt and money market instruments.

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

Investment Objective:

The Scheme seeks to generate long term capital appreciation and also income through investments in equity and equity related instruments, arbitrage opportunities and investments in debt and money market instruments. However, there can be no assurance that the investment objective of the Scheme will be achieved. The Scheme does not assure or guarantee any returns.

Scheme Benefits:

- Flexible Asset Allocation Feature in dynamic market scenarios
- Balances the risk of equity with investments in debt and derivative securities
- Potential capital appreciation and wealth accumulation through regular investments in the long term

Who is it for?

- Investors with moderate risk appetite
- New investors who want to take measured exposure in equity market
- Investors seeking optimal investment solution through investment in both debt and equity

Additional Scheme Details:

- Asset Allocation

| Asset Class / Instruments | Normal Allocation Range (%) | Alternative Allocation* Range (%) |
|----------------------------------|-----------------------------|-----------------------------------|
| Unhedged Equity (A) | 35-50 | 35-50 |
| Equity Arbitrage (B) | 15 -35 | 0-20 |
| Equity including Arbitrage (A+B) | 65- 85 | 35-70 |
| Debt and Money Market Securities | 15-35 | 30-65 |

* Defensive circumstances [Investment Manager may choose to have a lower equity exposure when debt market returns are expected to be better than returns from arbitrage opportunities]

For detailed asset allocation pattern, please refer Scheme Information Document of the Scheme available on the website of Mahindra Mutual Fund www.mahindramutualfund.com OR visit nearest investor service centre.

Available Plans for subscription by investors: ➤ Regular ➤ Direct

Available Options: ➤ Dividend ➤ Growth (Default)

Available Sub-options/ Facilities: ➤ Dividend Payout ➤ Dividend Re-investment (Default)

Minimum Application and Redemption Amount / Number of Units:

| | |
|---------------------|---|
| Purchase | Rs. 1,000/- and in multiples of Re. 1/- thereafter |
| Additional Purchase | Rs. 1,000/- and in multiples of Re. 1/- thereafter |
| Repurchase | Rs. 1,000/- or 100 units or account balance, whichever is lower |

Maximum Application Amount: No Limit

SIP Details:

| Particulars | Frequency available | |
|--|---|--|
| | Monthly | Quarterly |
| SIP Transaction Dates | 1 st , 5 th , 10 th , 15 th , 20 th or 25 th of every month | 1 st , 5 th , 10 th , 15 th , 20 th or 25 th of every calendar quarter beginning i.e. Jan / Apr / July / Oct |
| Minimum no. of installments and Minimum amount per installment | 6 installments of Rs. 500/- each and in multiples of Re 1/- thereafter | 4 installments of Rs.1,500/- each and in multiples of Re 1/- thereafter |
| Mode of Payment | a. Electronic Clearing Service (ECS) b. Direct Debit mandate through select banks with whom AMC may have an arrangement, from time to time. c. Post-Dated Cheques (PDCs). d. National Automated Clearing House (NACH) Facility | |

Entry Load: Not applicable

Exit Load: An Exit Load of 1% is payable if Units are redeemed / switched-out upto 1 year from the date of allotment; Nil - if Units are redeemed / switched-out after 1 year from the date of allotment.

Composite Bond Fund Index

Fund Manager: Mr. Ratish Varier and Mr. Rahul Pal

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

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, the Company has over 4 million customers and has an AUM of over USD 6 billion. The Company is a leading vehicle and tractor financier and also offers fixed deposits and loans to SMEs. The Company has over 1,100 offices across the country and is the first Non Banking Finance Company from India to form a part of Dow Jones Sustainability Index.

The Company has a Joint Venture in the US, Mahindra Finance USA, in partnership with De Lage Landen, a subsidiary of Rabo Bank, for financing Mahindra tractors in US.

The Company'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 areas of the country.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Visit us at www.mahindra.com

Media contact information:

Metabelle Lobo
General Manager, Group Communications
Mahindra Group
Contact: +91 9769212078
Email: lobo.metabelle@mahindra.com

Gargi Datta,
Manager - Product and Process
Mahindra Asset Management Company Pvt Ltd
022 – 66327928
Email: datta.gargi@mahindra.com