



Stock Markets are meant to move up and down. The only problem is that it takes our Investments too on a Rollercoaster ride. If not monitored well, this could have a telling effect on the performance of our Investments.

BUY ON DIPS & SELL ON RISES..... that's the Mantra that all agree and understand. The Problem is that no one knows how to implement it.

MONEY & more....introduces NIFTY Plus, a New and Unique Product from its Direct Equity Stable, designed to do exactly that.

For the Investor who have a LOW RISK PROFILE a product like the NIFTY plus works best. The Nifty is the most diversified Index and helps spread your Investments that brings down the volatility.

Sensex P/E's are taken into consideration while Allocation of the Investable Amounts between Nifty Bees and Liquid Bees. The Percentage of the Allocation would change on the deviation of the P/E Value. The monitoring of the P/E values and the reallocation of the Portfolio depending on these values, make this plan not only safe, but also give you more returns than most of the Front Line stocks.

(Data as of 20<sup>th</sup> Oct 2011)

	3 yrs	2ys	1 yr	YTD
<b>Sensex</b>	18%	-1%	-17%	-20%
<b>Nifty Plus</b>	67%	42%	14%	-1%

## FEES –

- 2% of the Annual Investment Amount would be charged as Front End Expense (1.65% of Annual Investment payable upfront and 0.35% payable on the date of investment )
- 2% of the AUM would be charged as Administration charge payable on a quarterly basis. Service Charge would be applied as applicable.

\*Past Returns are not a Guarantee of Future Performance