SHRIRAM Mutual Fund
NURTURING TRUST, SHAPING DREAMS

CELEBRATING **30** YEARS

Trending Sectors

Jaisa Sector Trend, Waisa Aapka Portfolio

Shriram Multi Sector Rotation Fund

(An open-ended scheme investing in equity and related instruments following multi sector rotation theme)

New Fund Offer (NFO) Period

NFO opens: 18th Nov 2024

NFO closes: 2nd Dec 2024

New Fund Offer Price: ₹10 per unit

What is Shriram Multi Sector Rotation Fund (SMURF)?

It is a diversified equity fund that invests in 3 to 6 trending sectors chosen by the fund manager based on sector momentum. The strategy focuses on sectors with strong upward trends due to growth in earnings expectations and exits when the trend weakens. This momentum-based approach aims to capture opportunities from prevailing market trends.

Why Shriram Multi Sector Rotation Fund (SMURF)?

Diversification of Risk

Focused exposure to 3 to 6 trending sectors, all within one fund

Avoid Sector Traps

Seamlessly rotate across multiple sectors that are trending due to better earnings expectation, minimizing risks
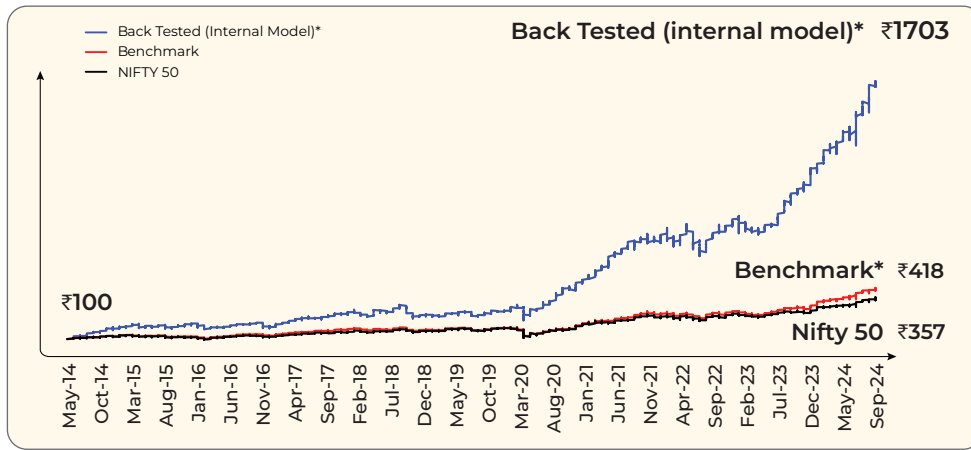
Tax Efficient for Investor

No capital gains tax when the fund manager rebalances the portfolio, making it a smart and efficient investment choice!
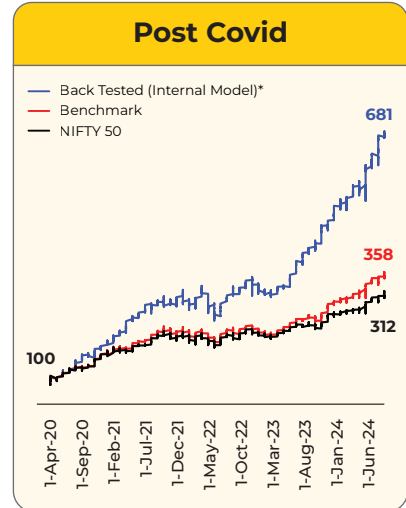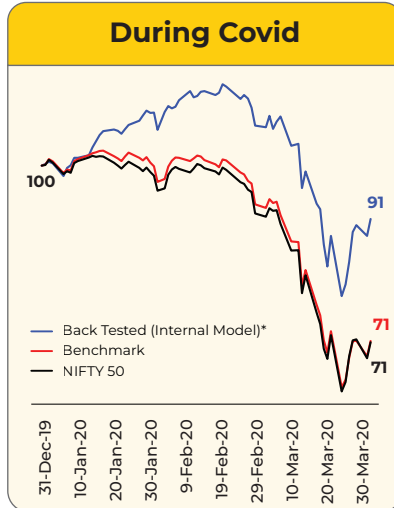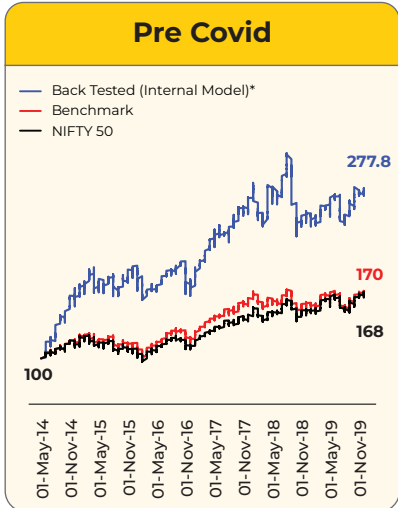
Avoid Sector Traps, Ride Sector Trends

The scheme having significant exposure in equities following the theme of multi-sector rotation with focus on the trending sectors.

Back Tested Internal Model Performance Chart*

Legend:
— Back Tested (Internal Model)*
— Benchmark
— NIFTY 50

Back Tested (internal model)* ₹1703
Benchmark* ₹418
Nifty 50 ₹357

₹100

X-axis: May-14, Oct-14, Mar-15, Aug-15, Jan-16, Jun-16, Nov-16, Apr-17, Sep-17, Feb-18, Jul-18, Dec-18, May-19, Oct-19, Mar-20, Aug-20, Jan-21, Jun-21, Nov-21, Apr-22, Sep-22, Feb-23, Jul-23, Dec-23, May-24, Sep-24

₹ 100 invested on 30th May 2014 & current value as on 30th Sept 2024

Pre Covid

Legend:
— Back Tested (Internal Model)*
— Benchmark
— NIFTY 50

277.8
170
168
100

X-axis: 01-May-14, 01-Nov-14, 01-May-15, 01-Nov-15, 01-May-16, 01-Nov-16, 01-May-17, 01-Nov-17, 01-May-18, 01-Nov-18, 01-May-19, 01-Nov-19

During Covid

100
91
71
71

Legend:
— Back Tested (Internal Model)*
— Benchmark
— NIFTY 50

X-axis: 31-Dec-19, 10-Jan-20, 20-Jan-20, 30-Jan-20, 9-Feb-20, 19-Feb-20, 29-Feb-20, 10-Mar-20, 20-Mar-20, 30-Mar-20

Post Covid

Legend:
— Back Tested (Internal Model)*
— Benchmark
— NIFTY 50

681
358
312
100

X-axis: 1-Apr-20, 1-Sep-20, 1-Feb-21, 1-Jul-21, 1-Dec-21, 1-May-22, 1-Oct-22, 1-Mar-23, 1-Aug-23, 1-Jan-24, 1-Jun-24

The performance of the internal model is just for illustration and doesn't represent the actual performance of the scheme* | Benchmark: Nifty 500
This internal model may go through periodic revision (as and when required), resulting in addition or deletion of parameters and the weightages assigned to them. Past performance may or may not sustain in future. Portfolio will be managed as per stated Investment objective, investment strategy & asset allocation in the Scheme Information Document (SID) and is subject to the changes within provisions of SID of the Scheme.

Fund category	Equity Scheme - Thematic
Benchmark	NIFTY 500 TRI
Investment Objective	The investment objective of the scheme is to generate long-term capital appreciation by employing a quantamental approach of investing in equity and equity derivatives of specific sectors that are trending due to better earnings expectation. The allocation among sectors and stock selection will be decided by the in-house proprietary quantitative model and further augmented with fundamental analysis. There is no assurance or guarantee that the investment objective of the Scheme will be achieved.
Fund Manager	Mr. Deepak Ramaraju & Ms. Gargi Bhattacharyya Banerjee
Minimum Investment	**Lumpsum:** Rs. 500/- and multiples of Re.1/- thereafter Subsequent purchases : Minimum amount of Rs. 500/- and multiples of Re. 1/- thereafter **SIP:** Weekly / Fortnightly / Monthly / Quarterly: • Rs. 500/- and in multiples of Re. 1/-thereafter for minimum 24 installments • Rs. 1000/-and in multiples of Re. 1/-thereafter for minimum 12 installments
Plan/Option	Direct & Regular Plan with Growth Option
Exit Load	• 1% of the applicable NAV, if redeemed within 3 months from the date of allotment. • Nil if redeemed after 3 months from the date of allotment.

www.shriramamc.in/smurf

This product is suitable for investors who are seeking**:

• Capital appreciation over medium to long term in an actively managed portfolio of equity & equity related instruments of specific identifiable sectors that are performing well
• Sustainable alpha over the benchmark

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

Scheme Riskometer

Investors understand that their principal will be at very high risk

Benchmark Riskometer

Benchmark Riskometer is at very high risk
As per AMFI Tier 1 Benchmark i.e Nifty 500 TRI

(The above product labelling assigned during the New Fund Offer is based on internal assessment of the scheme characteristics or model portfolio and the same may vary post NFO when actual investments are made)

NFO Also Available on: | BSE StAR MF | CAMS GoCORP Corporate Investment Portal | MF Central | MF Utilities | NSE NMF II

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