



## **Kotak Mutual Fund Launches Kotak Equity Savings Fund**

A unique equity scheme combining advantages of debt, equity and arbitrage for conservative investors

### **Key benefits:**

- **Relatively stable** - Significant portion invested in arbitrage option of equity markets & debt instruments
- **Participation in equity** - Enhanced returns through moderate participation in equities
- **Buy low & sell high within equities** - The unhedged equity portion maintained in a small range (15%-25%); fund manager will sell in a rising equity market and buy more in a falling market
- **Tax benefits** - Equity Taxation hence Long Term Equity Taxation NIL after a year

**Mumbai, September 17, 2014:** Kotak Mutual Fund, one of India's leading mutual fund houses, today announced the launch of **Kotak Equity Savings Fund**- an open-ended equity scheme designed to benefit from the combination of investments in cash - futures arbitrage in the equity segment, debt instruments and direct equity positions. This combination will give stability to the portfolio as well as give the desired growth impetus.

The New Fund Offer period is from **September 17<sup>th</sup> 2014 to October 1<sup>st</sup> 2014 with a minimum application amount of Rs. 5,000.**

Speaking on the launch **Mr. Harsha Upadhyaya, Chief Investment Officer - Equity** said, "This fund aims to combine benefits of risk-free arbitrage returns with potential equity upside in a tax efficient manner, making it a preferred choice for conservative investors. We believe this is a unique product - a hybrid product with an added benefit of equity taxation and a first in this space".

Kotak Equity Savings Fund, will adopt a 'constant mix approach', under which unhedged equity exposures will be minimum, so as to sell in a rising market and buy in a falling market.

The fund is benchmarked against Crisil Liquid Fund Index and CNX Nifty (75% of Crisil Liquid Fund Index & 25% in CNX Nifty).



## About Kotak Mahindra group

Established in 1985, the Kotak Mahindra group is one of India's leading financial services conglomerates. In February 2003, Kotak Mahindra Finance Ltd. (KMFL), the Group's flagship company, received a banking license from the Reserve Bank of India (RBI). With this, KMFL became the first non-banking finance company in India to become a bank – Kotak Mahindra Bank Limited.

The consolidated balance sheet of Kotak Mahindra group is around Rs 1.3 lakh crore and the consolidated net worth of the Group stands at Rs 19,785 cr (approx US\$ 3.3 billion) as on June 30, 2014. The Group offers a wide range of financial services that encompass every sphere of life. From commercial banking, to stock broking, mutual funds, life insurance and investment banking, the Group caters to the diverse financial needs of individuals and the corporate sector. The Group has a wide distribution network through branches and franchisees across India, and international offices in London, New York, Dubai, Abu Dhabi, Mauritius and Singapore. For more information, please visit the company's website at <http://www.kotak.com/>

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