

Media Release

## Kotak Mutual Fund Launches SIP Campaign to Encourage MF Investment through SIP

**Mumbai, November 13, 2017:** Kotak Mahindra Asset Management Company Ltd. (KMAMC) today announced the launch of its SIP campaign. The campaign highlights strong past performance of Kotak Mutual Fund's (KMF) equity schemes\*. In line with KMF's constant endeavour to promote SIP in mutual funds as a disciplined investment route for investors, the campaign showcases SIP performance since inception.

Steady scheme performance and focused product strategy have contributed to KMF's assets under management (AUM) growth. Among KMF's various schemes – Kotak 50, Kotak Select Focus, Kotak Opportunities, Kotak Emerging Equity have seen significant investor interest over the past few years.

Kaiyomurz Daver, Head – Marketing, Brand & Corporate Communication, Kotak Mutual Fund said, “Our SIP campaign is a continuation of our efforts to encourage equity investing through SIP. This campaign highlights that wealth creation is possible through disciplined and systematic investing in mutual funds.” “The campaign is to strengthen distributor – investor connect. Hence, we opted to have our employees as brand ambassadors for this campaign. Seeing the fund house representative sticking his / her neck out to explain the benefits of SIP investors significantly enhances investor confidence”, said Daver.

Currently, KMF has around seven lakh SIP accounts through which investors regularly invest in its mutual fund schemes. With this SIP campaign, we want to significantly increase SIP investments in the country, especially in equity schemes.

\*Past performance of schemes may or may not sustain in future.

### About Kotak Mahindra Asset Management

Kotak Mahindra Asset Management Company Limited (KMAMC), a wholly owned subsidiary of Kotak Mahindra Bank Limited (Kotak), is the Asset Manager for Kotak Mutual Fund (KMF). KMAMC started operations in December 1998 and has approximately 12 lakh investors in various schemes. KMF offers schemes catering to investors with varying risk - return profiles and was the first fund house in the country to launch a dedicated gilt scheme investing only in government securities. The company is present in 76 cities and has 79 branches.

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