



**Agri prices are rising.
And it shows!**

Sundaram BNP Paribas
— Select Thematic Funds —
RURAL INDIA FUND

Rich harvest since 2006!



One of the three nominees for the
Best Emerging Equity Fund of 2007 Award
of CNBC TV18-CRISIL

An open-end equity scheme

Smiles are getting broader in Rural India. That's because prices of agricultural products are rising all over the world.

This leads to two investment opportunities. Emerging markets like India with a greater proportion of land and labour dedicated to agriculture will benefit. Rural prosperity is likely to be a key driver of growth in India.

Secondly, global agri-commodity stocks offer a direct and immediate investment opportunity.

Sundaram BNP Paribas Rural India Fund will benefit from both since thematically it is an agri-commodity fund and it can invest upto 35% of assets in overseas stocks.

As on April 30, 2008, NAV has risen by 50.8 per cent since launch (compounded annual return of 23.2*%). (Past performance may or may not be sustained in future.)

To participate in the rich harvest call your investment advisor now or SMS: SFUND to 56767. After all, as you sow so you reap!

Reach us at :

Toll-free no. (BSNL & MTNL only): 1800-425-1000 All Service Providers: 044-28578700

Email: service@sundarambnpparibas.in www.sundarambnpparibas.in

SMS: SFUND to 56767



SUNDARAM BNP PARIBAS
— MUTUAL —
UNEARTHING OPPORTUNITIES

Sundaram BNP Paribas Rural India Fund

Rich harvest since 2006!

— Sundaram BNP Paribas —

RURAL INDIA FUND

Rich harvest since 2006



- India's first and only fund focused on Rural India.
- Gained entry into Lipper Global Top 120 Fund List in its very first full year of existence.
- Rural India is a powerful thematic play for every intelligent portfolio.
- The attractiveness of the theme is indicated by the fact the fund has outpaced broad S & P CNX 500 by about 16 percentage points. (Refer Table)
- Rural prosperity is a key pillar of the India growth story along with demographics & infrastructure.
- Rural growth is likely to be more a story of the next 5-to-10 years than of the past.
- Rural prosperity is not just about farming; food processing, agriculture-related sectors, communication, financial services, consumer products and infrastructure have all attracted corporate India to Rural India.
- Organized retailing, operating on 'farm-to-fork' basis, will enhance rural productivity & wealth by reaching out directly to farmers.
- Rising global prices of agri-products likely to enhance farmer incomes.

Performance

	% change			Annual Return(%)		
	Fund	Benchmark*	S&P CNX 500	Fund	Benchmark*	S&P CNX 500
Since Inception	50.8	39.7	34.8	23.2	18.5	16.4
One Year	33.5	29.6	24.9	33.5	29.6	24.9

*Benchmark is BSE 500

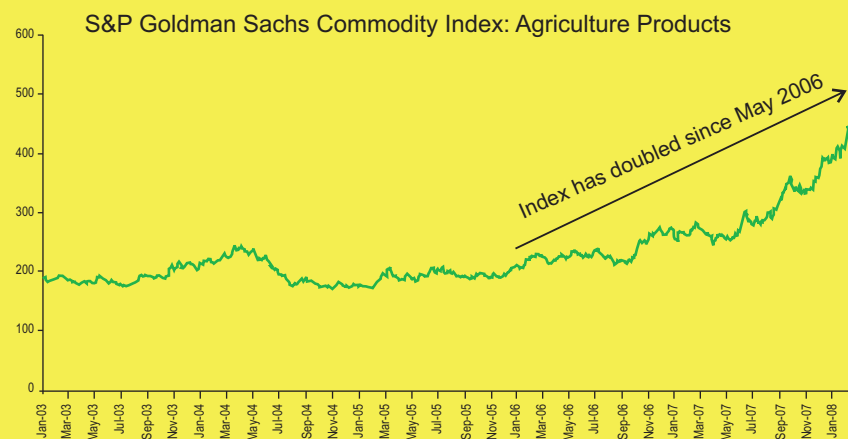
As on 30 April 2008.

Computed using NAVs of Growth Option on compounded annualised basis. For latest information, please visit our website www.sundarambnpparibas.in
Past performance may or may not be sustained in future.

Summary of the view in Credit Suisse Report on 'High agricultural prices: Opportunities and risks', November 2007

"Agricultural markets are straining to keep up with demand, and prices have been spiraling upwards. Acreage expansion potential appears limited. The pace of productivity growth has declined despite advances in genetically modified seeds. This implies that agricultural prices will continue to rise. We view emerging markets, with a greater proportion of land and labour dedicated to agriculture, as relative winners in this environment."

The S&P Goldman Sachs Commodity Index for Agriculture Products validates this view; agricultural product prices have doubled since May 2006. As indicated in the Credit Suisse Report the bullish phase is set to continue and is likely to positively influence fortunes of Rural India. To play this robust theme, global agri-commodity stocks offer a direct opportunity. Hence the plan to invest in overseas stocks.



Source: Bloomberg

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Mutual Fund Investments are subject to market risks. Please read the offer document carefully before investing.

Lipper Ranking Disclaimer: Eight funds of Sundaram BNP Paribas Asset Management has featured in the World's 120 top performing equity funds as per a customised report provided by global intelligence agency Lipper, a Reuters Company. The customized report, highlighting the 120 top performing equity funds in the world during the year 2007, is based on the study of all funds under the equity asset class tracked by Lipper, and have a minimum track record of at least one year as of December 2007 end. In total 24,887 equity funds (primary) qualified for the study. All returns are denominated in INR for the period ending on 31st December 2007. **Data source:** Lipper, a Reuters Company (www.lipperweb.com)

Fund Type: Open-end equity scheme; **Investment Objective:** seek consistent long-term returns by investing predominantly in equity/equity-related instruments of 'companies are focusing on Rural India'. **Plans:** Regular & Institutional (common portfolio) **Options:** Dividend Payout, Dividend Reinvestment & Growth; **Regular Plan:** For investment less than Rs 2 crore, entry load is 2.25%; exit load is 1% if redeemed within 12 months from date of allotment; For investment equal to or more than Rs 2 crore, entry load is nil; exit load is 1% if redeemed within 6 months from date of allotment; There is no entry load for applications submitted directly to Sundaram BNP Paribas Asset Management. There is no entry & exit load on units allotted on reinvestment of dividend. The minimum amount is Rs 5,000 for Regular Plan and for subsequent investments, Rs 500 & multiples of Rs 1. Annual recurring expenses, including fee, shall not exceed 2.50%. **Institutional Plan:** The minimum first-time investment is Rs 5 crore and subsequently Rs 5 lakh and in multiples of Rs 1. There is no entry load or exit load. Annual recurring expenses, including fee, shall not exceed 1.50%. The plan is open only to specific category of institutional investors mentioned in the offer document. **Asset Allocation:** Equity & equity-related securities of companies focusing on Rural India (including ADRs and GDRs): 70%-100% other equities (including investment in ADRs and GDRs): up to 30% money market instruments up to 15%. NAV publication/sale/redemption will be done on all business days. **Scheme-Specific Risk Factors:** Vagaries of nature such as erratic monsoon, failure of crop & drought, to name a few; cyclical / seasonal factors. For any overseas investments relevant to rural-theme: country risk, currency risk and geopolitical risk. **General Risk Factors:** All mutual funds and securities investment are subject to market risks. There is no assurance or guarantee that objectives of the scheme will be achieved. Past performance of Sponsor/Asset Management Company/Fund does not indicate future performance. Investors in the scheme are not being offered any guaranteed or indicated returns. Sundaram BNP Select Thematic Funds Rural India is only the name of the Scheme and does not in any manner indicate either the quality of the scheme or its future prospects and returns. NAV may rise or decline depending on market conditions. Main types of risks are market risk, liquidity risk, credit risk and systemic risks. Changes in government policy and tax benefits applicable to mutual funds may impact returns to investors. There is risk of capital loss. **Statutory details:** Sundaram BNP Paribas Mutual Fund has been set up as a trust under the Indian Trusts Act, 1882 **Sponsors (Liability limited to Rs 1 lakh):** Sundaram Finance Limited & BNP Paribas Asset Management. **Investment Manager:** Sundaram BNP Paribas Asset Management Company Limited. **Trustee:** Sundaram BNP Paribas Trustee Company Limited.