

Award Winning S.M.I.L.E.

**CNBC TV18
- CRISIL**

Mutual Fund of the Year Award
for 2009 in the Small and Mid-Cap Funds category.



S·M·I·L·E

**Sundaram BNP Paribas Small and Medium
Indian Leading Equities Fund**

An Open-End Equity Fund

Parents know the rewards of investing in their little ones.
They also know how dramatic kids' growth can be!
It's the same with small and mid-cap stocks.

Parents also know that kids need a steadying influence.
So it is with small and mid-cap stocks. Which is why S.M.I.L.E.
Fund invests up to 35% in large caps. The fund's Award
Winning Performance shows how smart this approach is!
(Past performance is no guarantee of future results.)

**So call your investment advisor now or SMS SFUND
to 56767 to make an investment, and SMILE!**

Reach us at :
Toll-free no. (BSNL & MTNL only): 1800-425-1000 All Service Providers: 044-28578700
Email: service@sundarambnp-paribas.in www.sundarambnp-paribas.in
SMS: SFUND to 56767

ICRA

★★★★★ **Five-Star Fund**
for 1 year & 3 year
performance ending Dec. 2009

CRISIL

CPR~1 – Ranking
Dec. 2009

**Value
Research**

★★★★★ **Five-Star**
Dec. 2009

Morningstar

★★★★ **Four-Star**
Dec. 2009

**Economic
Times**

Platinum Fund
Quarterly Mutual Fund Tracker
Dec. 2009



SUNDARAM BNP PARIBAS
MUTUAL
UNEARTHING OPPORTUNITIES

Mutual Fund Investments are subject to market risks. Please read the Statement of Additional Information (SAI) and Scheme Information Document (SID) carefully before investing. Copy of the SAI, SID, key information memorandum and application form may also be obtained from the offices/investor service centres of Sundaram BNP Paribas Asset Management, its distributors and at www.sundarambnp-paribas.in. **CNBC TV18-CRISIL Award:** Sundaram BNP Paribas S.M.I.L.E. Fund was the only scheme that won the CNBC TV18 - CRISIL Mutual Fund of the Year Award in the Small and Mid-Cap Funds category. In total 17 schemes were eligible for the award universe. Schemes present in all four quarterly CRISIL CPRs were considered for the award. The award is based on consistency of the scheme's performance in the four quarterly CRISIL CPR rankings released during the calendar year 2009. The individual CRISIL CPR parameter scores averaged for the four quarters were further multiplied by the parameter weights as per the CRISIL CPR methodology to arrive at the final scores. A detailed methodology of the CRISIL CPR is available at www.crisilfundservices.com. **Past performance is no guarantee of future results. Rankings and Award Source:** CRISIL Fund Services, CRISIL Ltd. **ICRA Mutual Fund Award:** ICRA ONLINE Mutual Fund Rankings seek to inform investors and mutual fund intermediaries of the category-wise relative performance of mutual fund schemes. The rankings for one year as of December 2009 and for three years as of December 2009, have been arrived at following an in-depth analysis of critical parameters, including: risk adjusted performance; portfolio concentration characteristics; liquidity; corpus size; average maturity; and portfolio turnover. The number of schemes in the open-end diversified equity-defensive category is 98 for one year and 81 for three years. The ranks assigned by ICRA/ICRA Online are based on an objective analysis of information obtained from the entities concerned as also other sources considered reliable by ICRA/ICRA Online. However, the ranks must be construed solely as statements of opinion and ICRA/ICRA Online shall not be liable for any losses incurred by any user from any use of the ranks. **Also, the ranks are neither a certificate of any statutory compliance nor any guarantee on the future performance of the ranked entities/schemes. Sundaram BNP Paribas S.M.I.L.E. Fund is a Five Star Fund for one-year performance in period ending December 31, 2009 and three-year performance for period ending December 31, 2009 in the Open-End Diversified Equity – Defensive category. ICRA 5-Star Fund: The fund is in the top 4.6% of the category on performance. Past performance is no guarantee of future result. Ranking Source & Publisher: ICRA Online Limited. **CRISIL CPR Rankings:** For equity funds, the criteria used in computing the CRISIL Composite Performance Rank are Superior Return Score, based on NAVs over the two-year period as on December 31, 2009. Concentration and Liquidity of the scheme. The methodology does not take into account the entry and exit loads levied by the scheme. In the case of liquid funds, NAV performance over one year is considered apart from other portfolio parameters. The CRISIL CPR is no indication of the performance that can be expected from the scheme in future. **CRISIL CPR-1** - The composite performance of Sundaram BNP Paribas S.M.I.L.E. Fund is 'Very Good' in the small- and mid-cap schemes category, and ranks within the top 10% of the 21 schemes ranked in this category. **Past performance is no guarantee of future result. Ranking Source:** CRISIL Fund Services, CRISIL Limited. **Value Research Rating:** Value Research Fund Ratings are a composite measure of historical risk-adjusted returns. In the case of equity and hybrid funds this rating is based on the weighted-average monthly returns for the past three- and five-year periods. These ratings do not take into consideration any entry or exit load. Five-stars indicate that a fund is in the top 10 per cent of its category in terms of historical risk-adjusted returns. The number of schemes in the relevant category of Equity Diversified is 155. These fund ratings are as on December 31, 2009. Value Research Ratings are published in Monthly Mutual Fund Performance Report and Mutual Fund Insight. The Ratings are subject to change every month. The Rating is based on primary data provided by respective funds. Value Research does not guarantee the accuracy. **Past performance is no guarantee of future result. Source: Value Research. Morningstar Disclaimer:** © 2009 Morningstar, Inc. All Rights Reserved. The information contained herein: (1) is proprietary to Morningstar; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. **Past performance is no guarantee of future results. Source: Morningstar. ET Quarterly MF Tracker** lists MF (mutual fund) schemes on the basis of their risk-adjusted performance, based on a detailed number crunching exercise carried out by ET Intelligence Group. Research has been done in-house, while data was sourced from ICRA Online. The Sortino ratio, a superior risk-adjusted measure, was used to assess the fund performance. We take three years' performance as the yardstick for the five broad categories of funds – equity diversified, equity linked savings schemes (ELSS), balanced, monthly income plans (MIP) and debt. Schemes with similar risk-return profiles are clubbed. The return score is arrived at by allotting 60% weight to the past three year's absolute return and 40% weight to the past one-year return. These weighted returns are compared vis-à-vis the average return for the category under consideration to arrive at the return score for each scheme. Downside risk is any return below the minimum acceptable rate of return (MAR). Average category returns have been taken as MAR. We looked at the monthly returns for the past three years. The monthly returns were analysed vis-à-vis the average fund returns for that particular month for each of the categories under consideration. The standard deviation of all underperformers for each scheme is then arrived at and compared with the average underperformance of the respective category to arrive at the risk score for each scheme. The return score is then divided by the risk score to arrive at the Sortino ratio for each of the categories. Higher the Sortino ratio, the better is the fund's performance. The top 10% funds in each category are then classified as 'Platinum' funds; the next 20% are graded as 'Gold' while the next 40% are classified as 'Silver'. **Fund Facts:** Name: Sundaram BNP Paribas S.M.I.L.E. Fund (S.M.I.L.E. denotes Small and Medium Indian Leading Equities); Type: An open-end equity scheme; **Investment Objective:** To primarily achieve capital appreciation by investing in diversified stocks that are generally termed as small and mid-caps and by investing in other equities. **Asset Allocation:** Equity instruments – small-cap and mid-cap stocks (including investments in ADRs and GDRs); At least 65% Other Equities (including investment in ADRs and GDRs); Not exceeding 35% Equity Futures & Options including those of indices. Not exceeding 25% Money market instruments; Not exceeding 15% Exposure in derivative shall not exceed 25% of the portfolio. Equity Investments may also include overseas securities, up to a maximum of 35% of the net assets. **Benchmark:** CNX Mid-Cap Index. **Minimum Investment Amount:** Rs 5,000. **Entry load:** There is no entry load. **Exit Load:** 1% if redeemed within 12 months from date of allotment for Regular Plan & Institutional Plan. NAV publication/sale/redemption is available on business days. **Scheme-Specific Risk Factors:** Small- and mid-cap stocks are generally more illiquid. Change in Government policy in general and changes in tax benefits applicable to mutual funds may impact the returns to investors. Tax-free status for long-term capital gains and dividend will depend on the fund investing at least 65% in equity in accordance with provisions of the Income-Tax Act. If and to the extent, the portfolio includes overseas stocks, investors will be exposed to country risk, currency risk, geo-political risk, legal restrictions and regulation changes in geography other than India. **General Risk Factors:** All mutual funds and securities investments are subject to market risks, and there can be no assurance or guarantee that fund's objectives will be achieved. NAV may go up or down, depending on the factors and forces affecting the securities market. Main types are market risk, liquidity risk, credit risk and systemic risks. At times, liquidity of investments may be impaired. There is uncertainty of dividend distribution and risk of capital loss. Past performance of the Sponsor/Asset Management Company/Fund does not indicate the future performance. Investors in the schemes are not being offered any guaranteed or indicated returns. **Sundaram BNP Paribas S.M.I.L.E. (Small & Medium Indian Leading Equities) Fund is only the name of the scheme and does not in any manner indicate either quality or future prospects and returns. Statutory: Mutual Fund:** Sundaram BNP Paribas Mutual Fund is a trust under Indian Trusts Act, 1882 Sponsors. Liability for sponsors is limited to Rs 1 lakh. Sponsors: Sundaram Finance Ltd & BNP Paribas Asset Management. **Investment Manager:** Sundaram BNP Paribas Asset Management Company Ltd. **Trustee:** Sundaram BNP Paribas Trustee Company Ltd.**