



Systematic Investment Plan

*a simple way to invest in equity
and create wealth*

April 2010

For Private & Internal Circulation Only

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.sundarambnpparibas.in*

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 Select Focus, Select Mid Cap, SMILE Fund, Capex Opportunities, Growth Fund and Tax Saver are only the name of the scheme and does not in any manner indicate either quality or future prospects and returns.

For detailed disclosures on risk factors and disclaimers refer slide 33-37

SIP

Path to building a portfolio

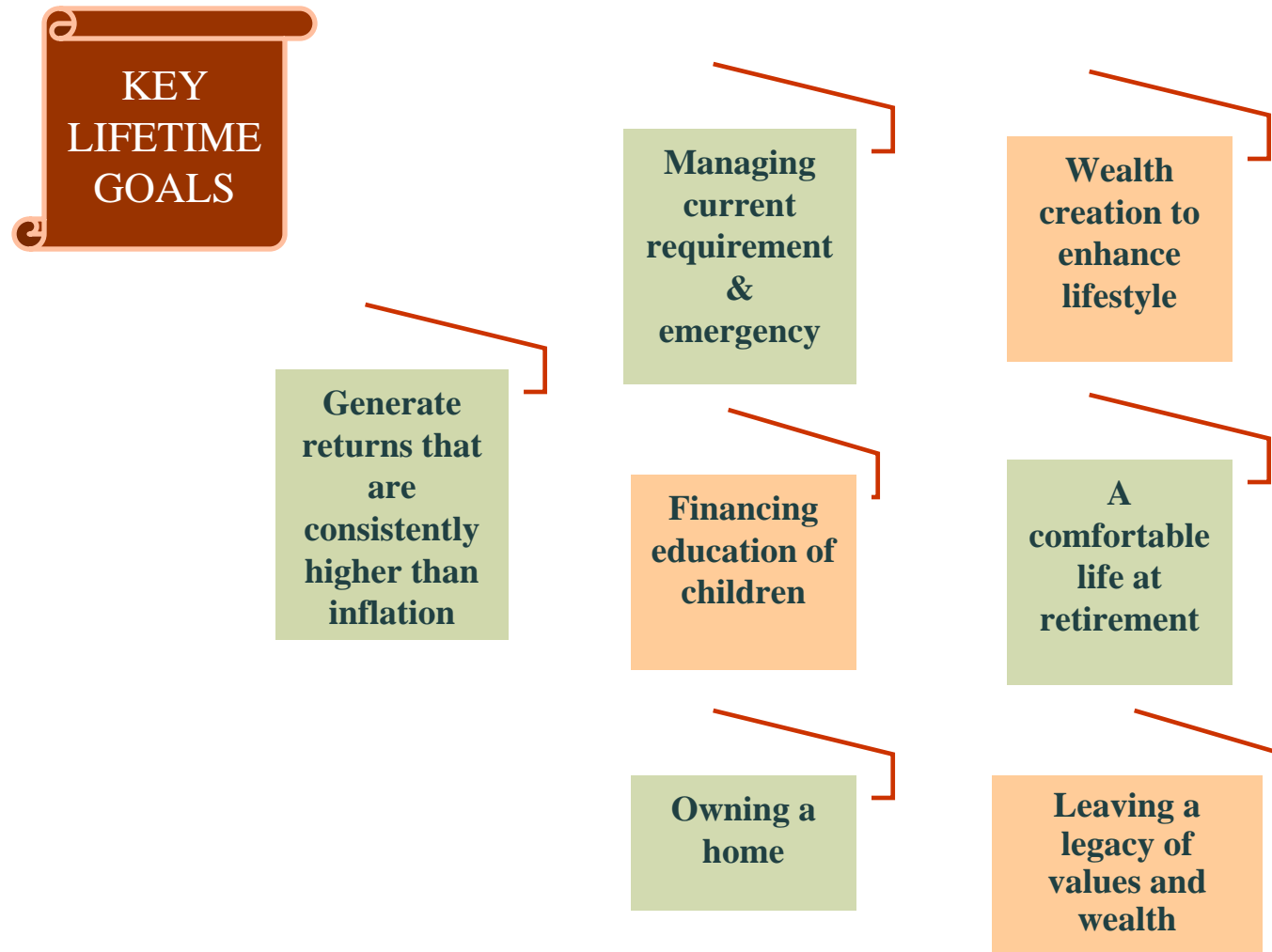


**SIP, a powerful
tool for wealth
creation**

- Planning for lifetime goals
- Inflation beating returns
- Equity a superior asset class
- SIP route for wealth creation
- Start early for the effect of compounding
- Invest for long term
- Don't time the market
- Procedure to invest in SIP
- Track record of Sundaram BNP Paribas Asset Management

SIP

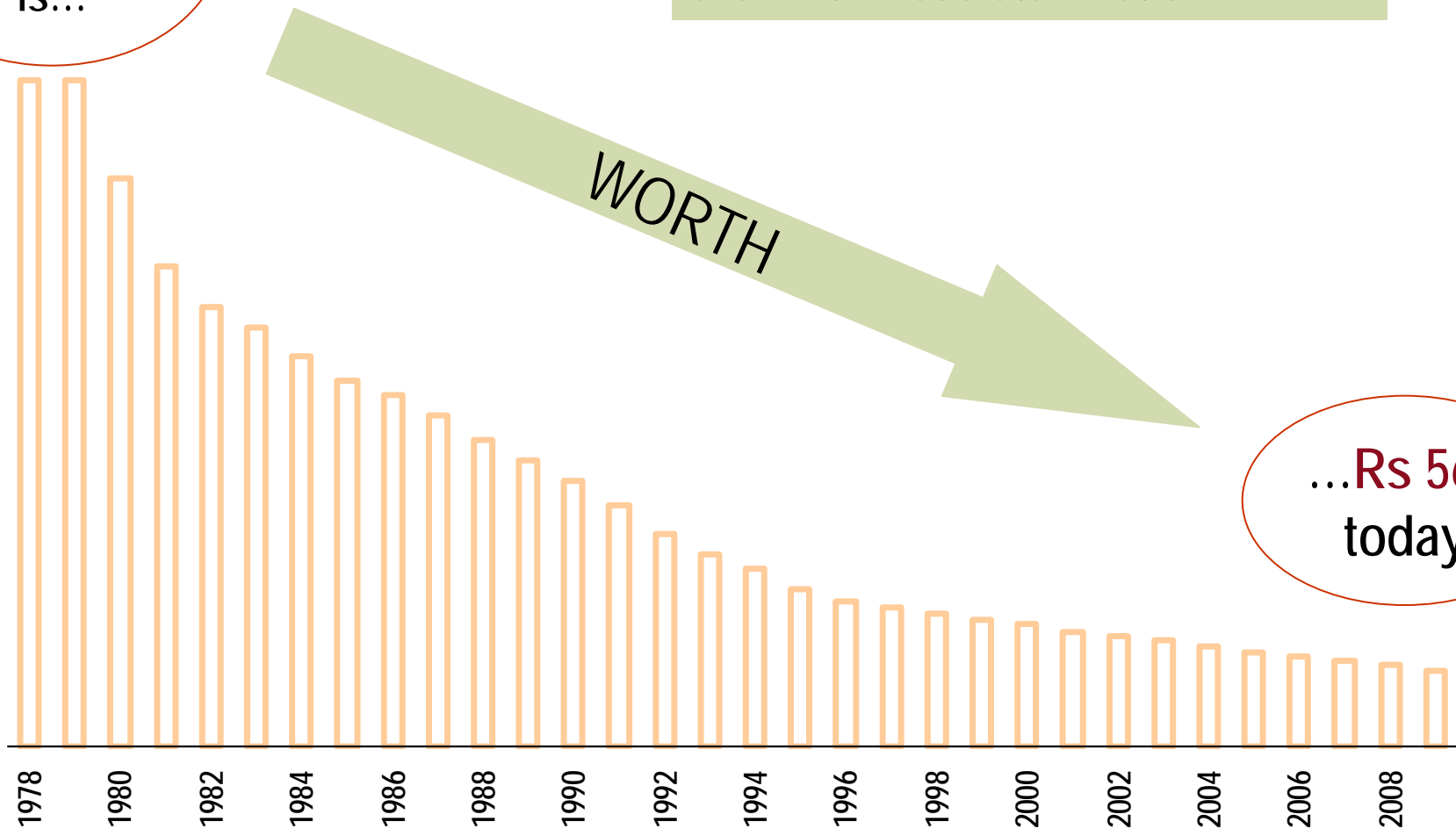
Lifetime goals demand planning & disciplined investing



- To achieve lifetime goals, wealth building is important
- *Investing for wealth building cannot happen overnight*
- The sooner you start, the better-placed you will be
- Disciplined saving and investment is a must
- Equity should figure prominently in your investment plan
- *To invest in stocks, you do not have to wait to accumulate a sizeable sum (Welcome to the friendly World of Systematic Investment Plan)*

Rs 5000, 30
years ago
is...

*Spending power erodes significantly
even with moderate inflation*

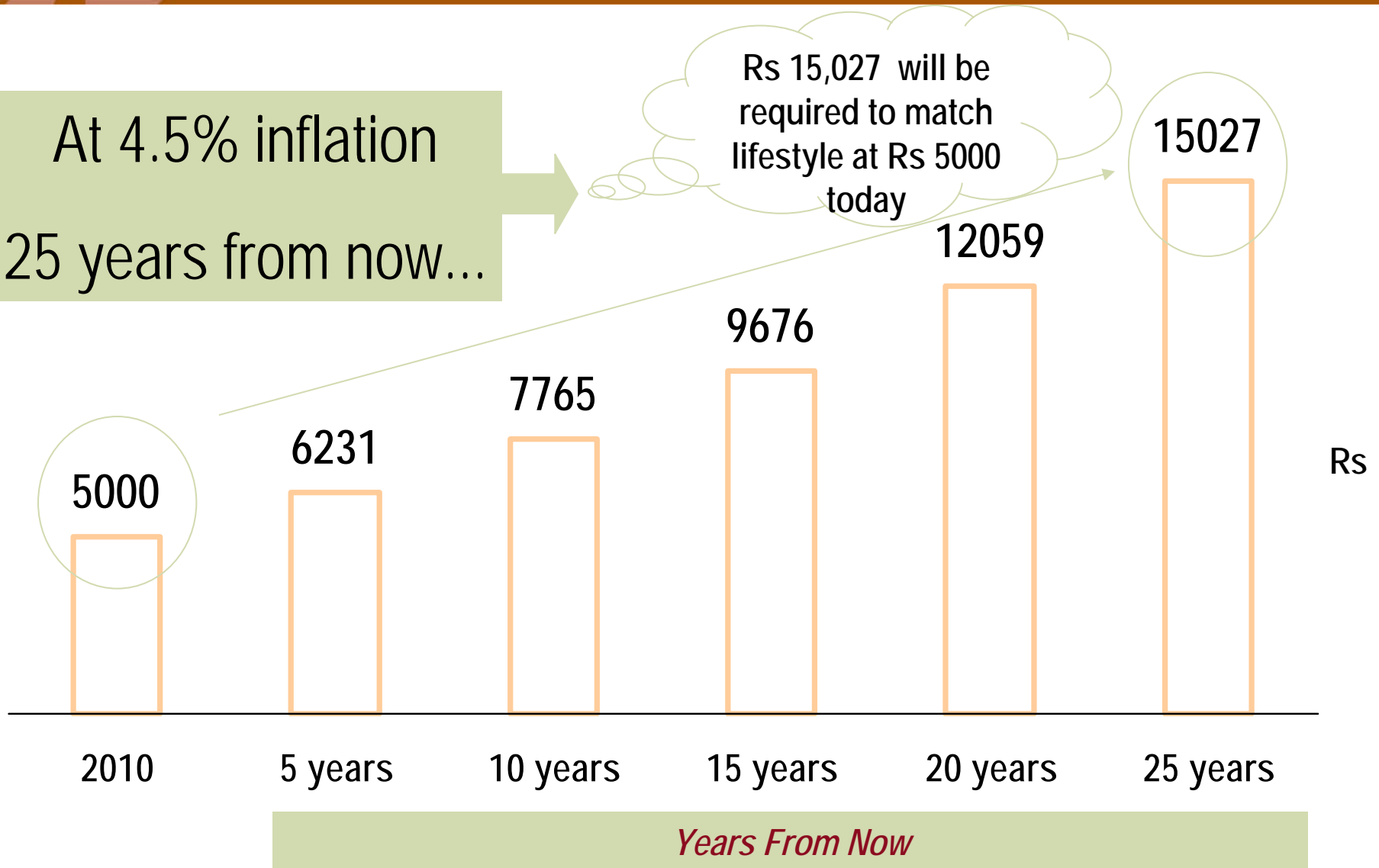


...Rs 569
today

Data Source: RBI & Analysis: In house

SIP Even low inflation will treble cost of living

At 4.5% inflation
25 years from now...



Inflation rate assumed is 4.5% per annum in line with RBI's comfort range. Source: RBI & Analysis: In house

- Average inflation during the past fifteen years has been about 7 per cent
- Equity returns have beaten inflation by a higher margin than gold or a bank FD over the past fifteen years
- *Wealth creation through equity will also enhance your real purchasing power in a manner other asset classes will be hard pressed to match*
- This is the most important reason why you must have equity in your portfolio

- *Make a small beginning today* using a Systematic Investment Plan (SIP)
- Invest a fixed sum at periodic intervals in an equity fund
- The SIP approach is similar to recurring deposits with banks
- With small sums, it is not appropriate to take direct exposure to equity
- Going the mutual fund way enables you to *buy a diversified portfolio for every rupee of your investment*

SIP

**“INVEST IN
THE MARKET
NOW?”**



Equity + SIP
=

Avenue to wealth creation

- Disciplined approach
- Regular investing in equity through a mutual fund
- A fixed amount of investment every month becomes integral part of budget
- No heed to market conditions; no effort to time the market
- Buying equity through mutual funds across bullish and bearish phases

- No stock calls or necessity to track the markets, as you have opted for a professional fund manager
- *No selling in panic or big-ticket buying in conditions of euphoria*
- Patience and a long-term approach are built-in benefits
- Choose Growth Option to maximise wealth creation
- Enjoy the *power of compounding in* enhancing your wealth

Rs 1000-a-month invested over different time periods is now worth

Value in Rs lakh

Asset Class	Years					
	30	25	20	15	10	5
Investment	3.6	3.0	2.4	1.8	1.2	0.6
Equity	82.3	30.7	11.7	6.5	3.5	0.9
Gold	10.8	9.1	7.3	5.4	3.2	1.0
FD	21.3	12.4	6.8	3.6	1.8	0.7
RD	9.2	6.5	4.4	2.8	1.6	0.7

If you had invested Rs 1000 every month over the 31-year lifetime of the Sensex, you will now be a **crorepathi**

Figures as of April 2010

Data Source: Bloomberg; Analysis: In house; Rs 1000-a-month invested in Equity is an investment made in Sensex

SIP

Start early to reap maximum benefits

Value in Rs lakh

249.2



106

44.6

18.2

6.9

2.1

25 years

30 years

35 years

40 years

45 years

50 years

Starting age of investing

3.6

3.0

2.4

1.8

1.2

0.6

Amount Invested at Rs lakh

Rs 1000 a-month investment till age 55

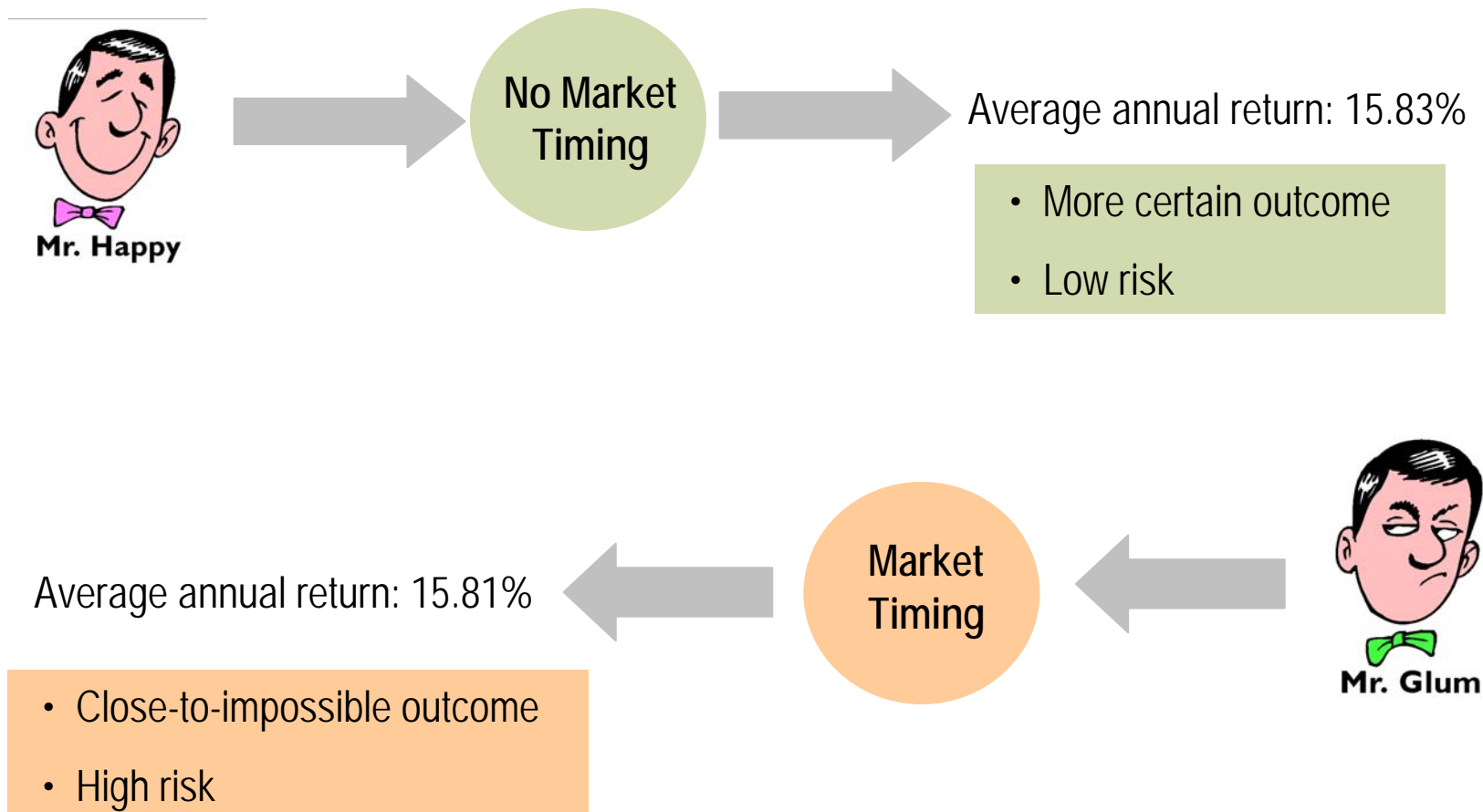
Portfolio value reckoned at age 60

Returns based on historical average of Sensex. The compounded annual average return over 31 years is 17%

From age 25, Rs 1000-a-month could deliver Rs 2.5 crore at age 60

Data Source & Analysis: In house

Average Annual Returns provided based on the analysis given in the next slide

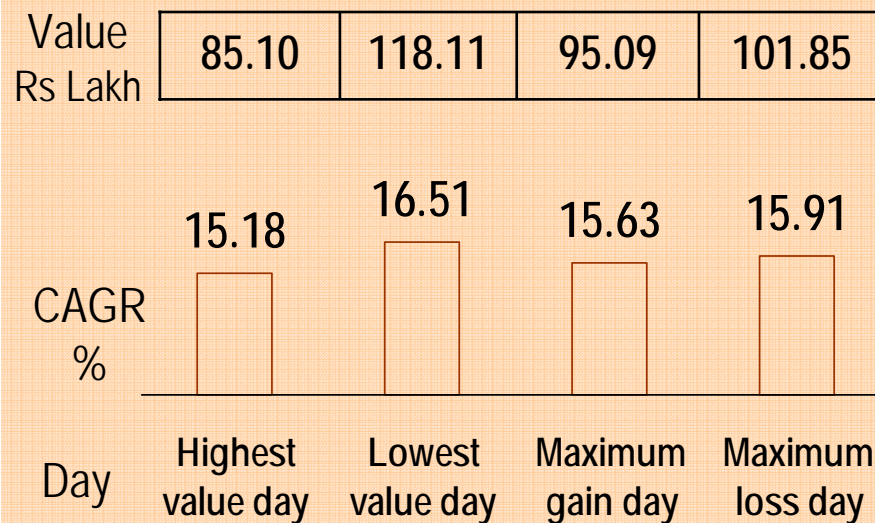


Figures as of April 2010; Data Source: Bloomberg; Analysis: In house

Market Timing

One-timed investment every year (Rs 12000)

Amount Invested in Sensex: 3,73,000



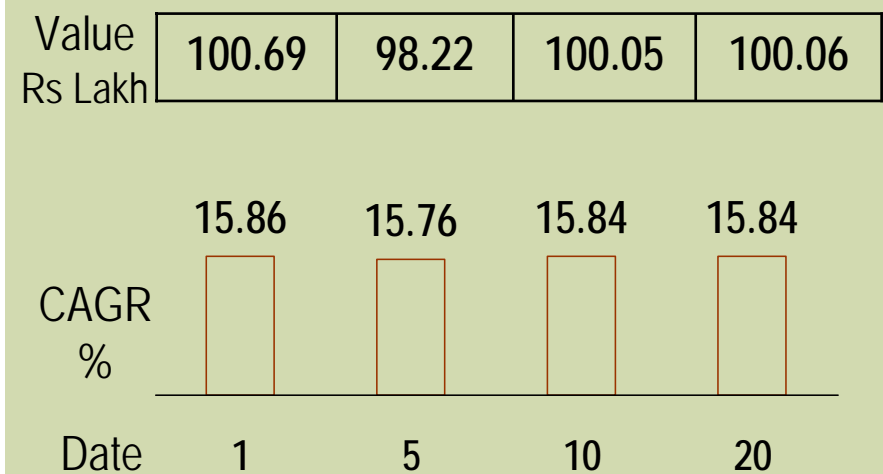
One market-timed investment every year

Probability of predicting each day every year successfully is .0040 and over 30 years, almost no chance – only more risk

No Market Timing

Periodic investment every month (Rs 1000)

Amount Invested in Sensex: 3,73,000



Investment every month on specific dates

- Certain outcome over the past 31 years
- Risk only in line with the market and no more
- Practical approach for every investor

Figures as of April 2010; Data Source: Bloomberg; Analysis: In house

Risk-return profile for SIPs over different periods in Sensex

SIP period in months	12	36	60	120
% of SIP with positive returns	68	81	87	92
% of SIP with negative returns	32	19	13	8
Average annual returns	10	12	14	19



Data Source: Bloomberg; Analysis: In house using SKORe
as of April 30 2010

SIP Importance of investing in difficult phases

Analysis based on Rs 1000-a-month SIP between 1997-2009

Period	Nature of Market	Share in Wealth (%)	Average Sensex	
1997	Lackluster, Poor Depth	←	10.5	3802
1998	Lackluster, Poor Depth	←	12.0	3339
1999	Lackluster, tech boom starts	←	9.7	4147
2000	Tech-led boom & bust		8.7	4606
2001	Lackluster, Poor Depth	←	11.5	3479
2002	Lackluster, Poor Depth	←	12.2	3260
2003	Lackluster First Half	←	10.6	3861
2004	Bull market continues		7.2	5569
2005	More strength to bullish phase		5.4	7387
2006	Bullish Phase		3.5	11448
2007	Bull market continues		2.6	15550
2008	Bearish Phase	←	2.9	14426
2009	Recovery		3.1	13616

About 70% of wealth creation attributable to investing during tough times

Data Source: Bloomberg; Analysis: In house;

Longer your SIP period,

- greater the effect of compounding
- superior the wealth creation and
- lower the risk

Important to be invested at all times

Missing the best 10 days can reduce wealth creation by 65 per cent

Investment made during bearish/lackluster phases in the market contributes the most to a portfolio value over the long term

- You could choose to do an SIP for six or twelve months
- You will be better served by continuing the SIP for longer periods
- As you extend the SIP to longer periods, the risk of loss declines significantly
- Choose your funds carefully and then...
- ...for optimum benefits, choose an SIP period of five years
- Even as risk of loss declines, the power of compounding takes effect
- History of Sensex returns also indicates that the earlier you start and the longer you continue, the richer the rewards.

SIP

SIP–Sundaram BNP Paribas Select Mid Cap



Performance of Rs 1000-a-month SIP

Period	Investment	Fund	Benchmark	Fund Returns
	Rs	Rs	Rs	%
Since Launch	93,000	3,84,071	2,31,496	35.7
Last 7 years	84,000	2,60,784	1,67,082	31.9
Last 5 years	60,000	1,061,05	82,435	23.0
Last 3 years	36,000	53,522	46,337	27.6
Last 2 years	24,000	38,337	34,896	52.8
Last 1 year	12,000	14,881	14,222	47.9

Past performance may or may not be sustained in future. Return/investment value are as of April 30, 2010. Effective compounded annual return of a constant amount SIP every month in percentage are computed using NAV of Growth Option. Investment and value for the fund and benchmark are in rupees.



Performance of Rs 1000-a-month SIP

Period	Investment	Fund	Benchmark	Fund Returns
	Rs	Rs	Rs	%
Since Launch	93,000	2,71,041	2,13,812	26.9
Last 7 years	84,000	1,96,883	1,67,189	23.9
Last 5 years	60,000	93,063	87,090	17.6
Last 3 years	36,000	44,556	44,431	14.4
Last 2 years	24,000	31,143	31,514	27.4
Last 1 year	12,000	13,580	13,374	25.6

Past performance may or may not be sustained in future. Return/investment value are as of April 30, 2010. Effective compounded annual return of a constant amount SIP every month in percentage are computed using NAV of Growth Option. Investment and value for the fund and benchmark are in rupees.

SIP

SIP–Sundaram BNP Paribas S.M.I.L.E. Fund



Performance of Rs 1000-a-month SIP

Period	Investment	Fund	Benchmark	Fund Returns
	Rs	Rs	Rs	%
Since Launch	62,000	1,13,556	1,00,603	23.6
Last 5 years	60,000	1,07,199	95,445	23.5
Last 3 years	36,000	54,783	50,375	29.3
Last 2 years	24,000	38,281	36,420	52.6
Last 1 year	12,000	14,780	14,807	46.1

Past performance may or may not be sustained in future. Return/investment value are as of April 30, 2010. Effective compounded annual return of a constant amount SIP every month in percentage are computed using NAV of Growth Option. Investment and value for the fund and benchmark are in rupees.

SIP

SIP–Sundaram BNP Paribas *Select Thematic Funds* Capex Opportunities



Performance of Rs 1000-a-month SIP

Period	Investment	Fund	Benchmark	S&P CNX 500	Fund Returns
	Rs	Rs	Rs	Rs	%
Since Launch	55,000	84,383	82,205	75,973	18.9
Last 3 years	36,000	48,820	45,473	45,899	20.9
Last 2 years	24,000	35,734	33,632	33,008	43.8
Last 1 year	12,000	14,575	13,407	13,656	42.5

Past performance may or may not be sustained in future. Return/investment value are as of April 30, 2010. Effective compounded annual return of a constant amount SIP every month in percentage are computed using NAV of Growth Option. Investment and value for the fund and benchmark are in rupees.

SIP

SIP-Sundaram BNP Paribas Growth Fund



Performance of Rs 1000-a-month SIP

Period	Investment	Fund	Benchmark	Fund Returns
	Rs	Rs	Rs	%
Since Launch	1,56,000	7,90,924	5,80,009	22.8
Last 10 years	1,20,000	4,34,886	3,74,725	24.3
Last 7 years	84,000	1,75,764	1,70,869	20.7
Last 5 years	60,000	85,338	88,496	14.1
Last 3 years	36,000	43,996	45,800	13.5
Last 1 year	12,000	13,672	13,610	27.1

Past performance may or may not be sustained in future. Return/investment value are as of April 30, 2010. Effective compounded annual return of Rd 1000 SIP every month in percentage are computed using an adjusted series of NAV of dividends declared before separate Dividend and Growth options were introduced . Investment and value for the fund and benchmark are in rupees.



Performance of Rs 1000-a-month SIP

Period	Investment	Fund	Benchmark	Fund Returns
	Rs	Rs	Rs	%
Since Launch	1,25,000	6,18,971	3,92,344	28.7
Last 10 years	1,20,000	5,83,398	3,74,745	29.8
Last 7 years	84,000	2,25,052	1,70,888	27.7
Last 5 years	60,000	96,937	88,516	19.3
Last 3 years	36,000	47,529	45,819	19.0
Last 1 year	12,000	13,586	13,629	25.7

Past performance may or may not be sustained in future. Return/investment value are as of April 30, 2010. Effective compounded annual return of Rs 1000 a month SIP are computed using an adjusted series of NAV of dividends declared before separate Dividend and Growth options were introduced. Investment and value for the fund and benchmark are in rupees.

- SIP facility is available in all open-end Sundaram BNP Paribas equity funds and income funds
- SIP facility is offered on a weekly, monthly & quarterly basis
- Available dates for monthly and quarterly option SIP are 1, 7, 14, 20, 25.

Weekly SIP will be on Wednesday of every week. If it is not a business day the investment will be processed on the next business day

- Choose a date convenient for you; if you are doing an SIP in more than one fund, choose different dates to ensure you have more price points for entry

- Minimum SIP Amount for Weekly is Rs 1000; Monthly is Rs 250 & Quarterly is Rs 750
- Exit load as indicated in the respective SID/KIM shall apply on every installment
- Your investment could start with an SIP; an one-time investment is not a pre-requisite for an SIP

- You could do an SIP using post-dated cheques or Auto Debit
- Auto Debit is an efficient and hassle-free way as your investment is routed through your bank account electronically
- Authorise your banker to debit the SIP amount on a weekly, monthly or quarterly basis
- Use the SIP Auto Debit Form for this purpose
- The first sweep out of money from your bank account will happen on chosen date after 40 days from the first investment installment (which will be through a cheque)
- Subsequent installments will happen through Auto Debit for the period chosen for the SIP
- This paper-free facility is also environment friendly

For a first-time SIP

- Fill the Application Form; this Form also has SIP details
- Fill the SIP Auto Debit Form, too
- Attach a cheque for the first installment
- Attach a cancelled cheque or photocopy of your cheque to complete Auto Debit Formality; this also ensures your bank account details are captured accurately
- Attach a copy of your PAN (Permanent Account Number) Card; This is a must.
- Complete your KYC, if the SIP in aggregate will be greater than Rs 50,000
- Submit the forms and documents to your distributor or designated branches of Sundaram BNP Paribas Asset Management/Investor Service Centers of CAMS
- Ensure necessary amount is available in your bank account on the specific date chosen for the SIP

For renewal of SIP, use separate form available for this purpose and the SIP Auto Debit facility



SIP

Contact us

SMS: SFUND to 56767

Toll Free: 1800 425 1000

www.sundarambnpparibas.in

Call: 044 2857 8700

E-mail: service@sundarambnpparibas.in



Thank You

Past performance may or may not be sustained in future. Past performance is no guarantee of future result. Mutual Fund Investments are subject to market risks. Please read the Statement of Additional Information and Scheme Information Document carefully before investing. 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. **The names of the schemes do not in any manner indicate either quality or future prospects and returns.**

For more details on fund-specific features, detailed risk factors and information on Sundaram BNP Paribas Asset Management, please read the Statement of Additional Information and Scheme Information Document available at www.sundarambnpparibas.in.

Fund Type: Sundaram BNP Paribas Tax Saver is an open-end ELSS scheme. The other funds referred in this document are open-end equity schemes.

Investment Objective: Sundaram BNP Paribas Growth Fund: To achieve capital appreciation by investing predominantly in equities and equity-related instruments. **Sundaram BNP Paribas Select Focus:** To achieve capital appreciation by investing in a very few select stocks. **Sundaram BNP Paribas Select Mid Cap:** The objective of the scheme is to achieve capital appreciation by investing in diversified stocks that are generally termed as mid-caps. **Sundaram BNP Paribas S.M.I.L.E (Small and Medium Indian Leading Equities Fund):** 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. **Sundaram BNP Paribas Tax Saver:** To achieve capital appreciation by investing predominantly in equities and equity-related instruments. A lock-in period of 3 years is applicable. **Sundaram BNP Paribas Select Thematic Funds CAPEX Opportunities Fund:** The primary investment objective of the scheme is to generate consistent long-term returns by investing predominantly in equity/equity-related instruments of companies in the capital goods sector.

The Schemes do not guarantee / indicate any returns.

Asset Allocation: Sundaram BNP Paribas Growth Fund: • Equity and equity-related instruments: up to 95% • Debt instruments including securitised Debt: up to 35% • Money market instruments up to 25 Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. **Sundaram BNP Paribas Select Focus:** • Equity instruments (including ADRs and GDRs): 75%-100% • Equity futures & options including those of indices: Not exceeding 25% • Cash, cash equivalents, money market instruments: Not exceeding 25%. Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. **Sundaram BNP Paribas Select Mid Cap:** • Equity instruments (including ADRs and GDRs) 75%-100% • Equity Futures & Options including those of indices: Not exceeding 25%(underlying contract value) • Cash, cash equivalents, money market instruments: not exceeding 25%. Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities. **Sundaram BNP Paribas S.M.I.L.E (Small and Medium Indian Leading Equities Fund):** • 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. The Scheme may invest up to 35% of the net assets in overseas securities. **Sundaram BNP Paribas Tax Saver:** • Equity & equity-related instruments: 80-100% • corporate and PSU Bonds Up to 20% • Money market instruments: Up to 20%. **Sundaram BNP Paribas Select Thematic Funds CAPEX Opportunities Fund:** • Equity & equity-related securities of companies in capital goods sector (including investments in ADRs and GDRs): 70%-100% • Other equities (including investment in ADRs and GDRs) 0%-30% • Money market instruments: 0%-15%. **Sundaram BNP Paribas Capex Opportunities Fund** has two separate portfolios for Dividend and Growth Options. Exposure in derivative shall not exceed 25% of the portfolio. The Scheme may invest up to 35% of the net assets in overseas securities.

Pending deployment of funds in terms of the investment objective, the funds may be invested in short-term deposits with scheduled commercial banks in accordance with applicable SEBI guidelines.

Sundaram BNP Paribas Tax Saver: **Minimum Investment Amount:** Rs 500. **Terms of Offer:** NAV; **Exit Load:** Nil. A three-year lock-in period will apply/ There is no exit load for bonus units and dividend re-investment. NAV publication/sale/redemption is available on business days.

Other-open equity funds referred in this document: **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. There is no exit load for bonus units and dividend re-investment. NAV publication/sale/redemption is available on business days.

Scheme-Specific Risk Factors: *Applicable for all funds:* Change in Government policy in general and changes in tax benefits applicable to mutual funds may impact the returns to Investors.

Applicable to equity schemes (except Sundaram BNP Paribas Tax Saver): For any overseas investments in the equity funds, country risk, currency risk and geopolitical risk, to name a few. *Sundaram BNP Paribas Select Focus:* Higher volatility due to a concentrated portfolio. *Sundaram BNP Paribas Select Mid Cap:* Lack of liquidity at times and volatility. *Sundaram BNP Paribas Small and Medium Indian Leading Equities Fund (S.M.I.L.E) Fund:* Small-cap stocks are generally more illiquid. *Sundaram BNP Paribas Select Thematic Funds Capex Opportunities:* Long gestation periods; pace at which investments materialize; incidence of taxation, government policy & firm-level inefficiency.

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. **The names of the schemes referred in this document do not in any manner indicate either quality or future prospects and returns.**

General Disclaimer: This document is issued by Sundaram BNP Paribas Asset Management, an investment manager registered with the Securities and Exchange Board of India in India and is produced for information purposes only. ***It is not a prospectus or scheme information document offer document or an offer or solicitation to buy any securities or other investment or Scheme Information Document,***

Information and opinion contained in this document are published for the assistance of the recipient only; they are not to be relied upon as authoritative or taken as a substitution for exercise of judgment by any recipient. They are subject to change without any notice and not intended to provide the sole basis of any evaluation of the instrument discussed or offer to buy. It is neither a solicitation to sell nor shall it form the basis of or be relied upon in connection with any contract or commitment whatsoever or be taken as investment advice.

The information and opinions contained in this communication have been obtained from sources that Sundaram BNP Paribas Asset Management believes to be reliable; no representation or warranty, express or implied, is made that such information is accurate or complete and it should not be relied upon as such. Sundaram BNP Paribas Asset Management neither guarantees its accuracy and/or completeness nor does it guarantee to update the information from time to time.

This communication is for private circulation only and for the exclusive and confidential use of the intended recipient(s) only. Any other distribution, use or reproduction of this communication in its entirety or any part thereof is unauthorized and strictly prohibited. By accepting this document you agree to be bound by the foregoing limitations.

This communication is for general information only without regard to specific objectives, financial situations and needs of any particular person who may receive it and Sundaram BNP Paribas Asset Management is not soliciting any action based on this document.

Sundaram BNP Paribas Asset Management in the discharge of its functions, may use any of the data presented in this document for its decision-making purpose and is not bound to disclose the same. Copies of the Statement of Additional Information, Scheme Information Document and application form with Key Information Memorandum may be obtained from the offices of Sundaram BNP Paribas Mutual offices and its authorized distributors or downloaded from www.sundarambnpparibas.in .

Statutory: Mutual Fund: Sundaram BNP Paribas Mutual Fund is a trust under Indian Trusts Act, 1882 **Sponsors (Liability is limited to Rs 1 lakh):** Sundaram Finance Ltd & BNP Paribas Asset Management. **Investment Manager:** Sundaram BNP Paribas Asset Management Company Ltd. **Trustee:** Sundaram BNP Paribas Trustee Company Ltd.