



# THE SAVING PLUS VIEW

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### WESTERN SUBURBS

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MALAD / KANDIVALI MOB.: 9920903079

GOREGAON / ANDHERI TMOB.: 99209 03079

JOGESHWAR/ANDHERI TEL.: 98923 43457

SANTACRUZ (EAST/WEST) TEL.: 98923 43457

MOB.: 98338 84576

MAHIM, SHIVAJI PARK, TEL.: 2447 4043

DADAR MOB.: 98209 65319

VASAI/VIRAR/NALASOPARA MOB.: 90046 93334

MOB.: 90969 81475

### CENTRAL SUBURBS

DOMBIVLI, KALYAN MOB.: 98208 20274

BHANDUP / MULUND MOB.: 9819789239

GHATKOPAR TEL.: 98694 20081

MOB.: 98338 84571

THANE TEL.: 2532 9267

MOB.: 98195 98586

THANE TEL.: 98694 20081

MOB.: 98338 84571

CHEMBUR / KURLA TEL.: 2523 3429

MOB.: 98194 92697

WADALA/DADAR Mob.: 9820553664

**On the spot Brokerage**  
**plus Collection of forms.**

## THE INVESTOR'S MANIFESTO

# I AM AN INVESTOR I AM NOT A SPECULATOR.

IT'S NOT HOW MUCH MONEY I MAKE THAT MATTERS,  
BUT HOW MUCH MONEY I KEEP, HOW HARD IT WORKS,  
AND HOW MANY YEARS I LET IT WORK.

PATIENCE IS A VIRTUE FOR ME.  
I RESIST THE NATURAL HUMAN BIAS TO ACT.

I AM NOT AS BRAVE  
AS MY BROKER THINKS I AM.  
FOR ME, LOSS PREVENTION  
IS MORE IMPORTANT THAN  
PURSUIT OF GAIN.

I KNOW IF I KEEP AT HARD WORK AND HONESTY,  
I WILL GET ALMOST ANYTHING IN LIFE. INVESTING ISN'T DIFFERENT.

I DON'T TRY TO  
PREDICT THE FUTURE.  
I ALWAYS TRY TO  
PREPARE FOR IT.

I KNOW THAT TO MAKE MONEY  
IN STOCKS, I MUST HAVE  
VISION TO SEE THEM,  
COURAGE TO BUY THEM,  
AND PATIENCE TO HOLD THEM.

MY GOAL AS AN INVESTOR IS  
NOT TO BE THE NEXT  
WARREN BUFFETT, BUT TO  
BECOME A MORE AUTHENTIC  
VERSION OF MYSELF.

I UNDERSTAND THAT KNOWING  
WHAT I DON'T KNOW  
IS MORE USEFUL  
THAN BEING BRILLIANT.

I KNOW LEVERAGE WHEN COMBINED  
WITH STOCK MARKET VOLATILITY  
EQUALS DYNAMITE, AND THUS I  
KEEP MYSELF FAR AWAY FROM IT.

I KNOW WHAT I OWN,  
AND WHY I OWN IT.

I KNOW THERE IS NO EASY ROAD.  
THE MOMENT I BELIEVE THE ROAD IS EASY,  
I WILL PUT MYSELF AT GREAT RISK.

FOR ME, THERE IS NO  
SUCH THING AS GETTING  
RICH QUICK.

I KNOW TO ACHIEVE SUCCESS AS AN INVESTOR I DON'T  
HAVE TO BE BRILLIANT, BUT ONLY A LITTLE BIT WISER THAN  
THE OTHER GUYS, ON AVERAGE, FOR A LONG, LONG TIME.

I KNOW THAT IN INVESTING,  
I ONLY HAVE TO DO FEW THINGS RIGHT  
SO LONG AS I DO NOT DO  
TOO MANY THINGS WRONG.

I REMEMBER THAT THE  
MOST DANGEROUS WORDS  
IN INVESTING ARE  
'THIS TIME IT'S DIFFERENT.'

I CAN'T LIVE LONG ENOUGH TO MAKE ALL INVESTING MISTAKES MYSELF.  
I MUST THUS LEARN FROM THE MISTAKES OF OTHERS.

HUMILITY AND COURAGE  
ARE MY GREATEST ASSETS  
AS AN INVESTOR.  
I MUST NOT LOSE THEM.

I TRY TO KEEP MY HEAD WHEN OTHERS ARE LOSING THEIRS.  
SUCCESSFUL INVESTING FOR ME IS  
99% TEMPERAMENT AND 1% INTELLIGENCE.

I REMIND MYSELF OFTEN:  
**I AM AN INVESTOR**

## Finance your future dreams through SIPs

1) **Finance your future dreams** : The ultimate objective of investing is to achieve financial goals like buying a house or creating a corpus for your children's future education SIPs can help you achieve these goals over a period of time through small but regular investments.

2) **Become disciplined with savings** : SIPs help you inculcate a regular saving habit as they require you to invest a fixed sum of money on regular basis investing regularly in small amounts may often lead to better results than investing a lump sum.

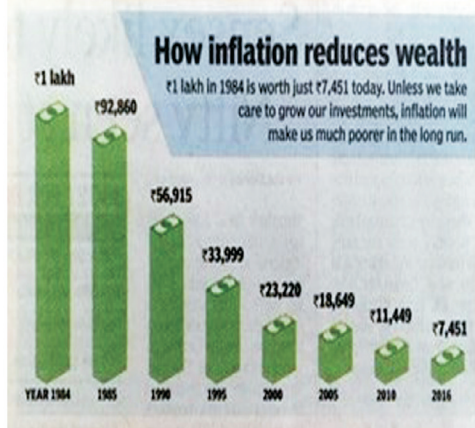
3) **SIPs offer flexibility** : SIPs offer you the flexibility to select an amount that you intend to invest. SIP is a simple, convenient and affordable way to invest for your future with as little as Rs. 500 every month.

Any dream can be achieved if you work towards it. Building wealth is no different. A Systematic Investment Plan (SIP) can help you work towards your financial goals. Let us look at the features of a Systematic Investment Plan and how it can help you fulfil your investment objectives.

4) **Minimise your exposure to stock market volatility** : Through an SIP, you have the option to invest regularly in equity markets irrespective of the bull and bear phases. By investing a fixed amount every month, you may be able to pick up more units when the prices are low and vice versa so that, over a period of time the acquisition cost per unit may come down. This is called rupee cost averaging

5) **Create wealth with the power of compounding** : Compounding is a disciplined investor's best friend. A Systematic Investment Plan (SIP) is one of the most effective means to beat market volatility and benefit from the enormous power of compounding over time.

With SIPs, you can dream bigger and achieve much more over a period of time. Start investing a SIP today and work towards realising your dreams.



Source : Times of India

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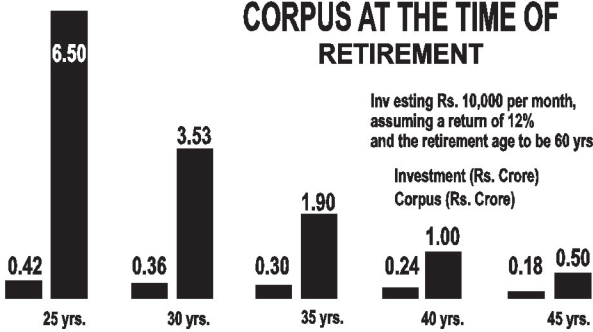
E-mail : services@miconline.co.in  
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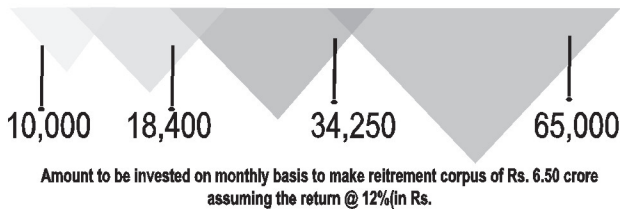
## SIP SCHEME : BEST WAY TO CATCH YOUR DREAMS

### CORPUS AT THE TIME OF RETIREMENT

Investing Rs. 10,000 per month, assuming a return of 12% and the retirement age to be 60 yrs.



### INVESTMENT ON A MONTHLY BASIS



Source : DNA Paper

### Market timing does not help

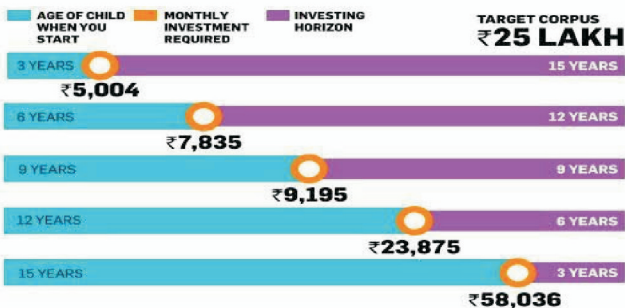
Even if an investor managed to miss the 10 biggest market declines in 5 years, he would have earned less than investor who continued SIPs.

| INVESTOR         | WHAT HE DID   | CORPUS VALUE AFTER FIVE YEARS  | RETURNS |
|------------------|---|--|---------|
| Regular investor | Continued SIPs started in July 2011.                              | 9.26 lakh  | 17.3%   |
| Market Timer I   | Withdraw before 10 biggest falls and reinvested on next SIP date. | 8.91 lakh (plus short term loss of 58,333 which can be adjusted against other gains) | 15.62%  |
| Market Timer II  | Advanced the next SIP and invested it when markets fell.          | 9.33 lakh  | 17.27%  |

SIP of Rs. 10,000 started in an equity diversified fund (Birla Sun Life Frontline Equity) for five years from July 2011 till June 2016

### START EARLY, INVEST LESS

This is the monthly investment needed (at 12% per annum) for a child's higher education goal of ₹25 lakh when he is 18 years old.



## ELSS TAX SAVING SCHEME

Invest in Equity Linked Saving Scheme upto Rs. 1,50,000/-

Why ELSS ?  
(u/s 80 C)

Save Tax upto  
Rs. 46,350/-

### Reason 1 :

Lowest lock - in period of 3 years only

### Reason 2 :

Better Return in Long Term, as compared to all the other Products available u/s 80 C.

### Reason 3 :

Returns & Dividends are **TAX FREE**.

Various Products Available u/s 80 C

| Investment Instrument | Tax Free Contribution | Tax Free Income | Tax Free On Maturity | Lock in Period (Years) |
|-----------------------|-----------------------|-----------------|----------------------|------------------------|
| ELSS Fund             | ✓                     | ✓               | ✓                    | 3                      |
| PPF                   | ✓                     | ✓               |                      | 15                     |
| NSC                   | ✓                     | X               | X                    | 5 Or 10                |
| 5 Yrs Bank Deposit    | ✓                     | X               | ✓                    | 5                      |

### GET DOUBLE TAX BENEFITS

### HOW MUCH WILL YOU MAKE IF YOU INVEST RS 10,000 ...

#### FOR 30 YEARS

- >> In a monthly SIP in equity fund: Rs 7.1 crore
- >> In an RD: Rs 1.7 crore
- >> In PPF account: Rs 1.58 crore
- >> In regular insurance policy: Rs 81.9 lakh
- >> In gold: Rs 1.7 crore

#### FOR 25 YEARS

- >> In a monthly SIP in equity fund: Rs 3.30 crore
- >> In an RD: Rs 1.04 crore
- >> In PPF account: Rs 99.74 lakh
- >> In regular insurance policy: Rs 58.9 lakh
- >> In gold: Rs 1.04 crore

#### FOR 20 YEARS

- >> In a monthly SIP in equity fund: Rs 1.52 crore
- >> In an RD: Rs 63.2 lakh
- >> In PPF account: Rs 61.2 lakh
- >> In regular insurance policy: Rs 40.75 lakh
- >> In gold: Rs 63.2 lakh

Average annual rates (pre-tax):  
Equities 15.1%, RD 8.5%, PPF 8.25%, Regular insurance policy 5%, Gold 8.5%

Source : Times of India

1) Investment done in Mutual Funds, Company Fixed Deposits, Bonds etc. are subject to Market Risk. Investors are required to read the offer documents and application forms carefully before investing. 2) We act as the distributor between the company and the investor, we won't be responsible for any market losses occurred in investments in mutual funds & company fixed deposits. 3) Please confirm interest rates before applying, we don't take any responsibility for change in interest rates & loss occurred due to same. 4) Company FD investments are unsecured in nature. 5) We don't promote or recommend any schemes, investors need to clarify & understand the details of every investments done by them. 6) Dividend is declared after distribution surplus (It cannot be taken as a guarantee by Company). 7) Images are shown are used for illustrative purpose only. None of the person present in image are promoting the scheme.

**GOAL BASED INVESTMENT : STAY INVESTED**

| SCHEMES                 | 2015<br>BUDEGT | 2016<br>BUDEGT | 2017<br>BUDGET | POST UP<br>ELECTION RESULT<br>14/3/2017 |
|-------------------------|----------------|----------------|----------------|---|
| <b>LARGE CAP</b>        |                |                |                |   |
| A                       | 156873         | 133759         | 165283         | 173134                                  |
| B                       | 158923         | 135083         | 169525         | 170975                                  |
| C                       | 151807         | 131699         | 161389         | 163408                                  |
| D                       | 168292         | 135709         | 170380         | 173573                                  |
| <b>MIDCAP&amp;SMALL</b> |                |                |                |   |
| A                       | 187725         | 175445         | 243190         | 250664                                  |
| B                       | 192934         | 172928         | 236710         | 239650                                  |
| C                       | 205542         | 186918         | 261886         | 263216                                  |
| D                       | 189442         | 161530         | 199598         | 203986                                  |
| E                       | 203901         | 179639         | 246847         | 251073                                  |
| F                       | 198196         | 181673         | 244398         | 247628                                  |
| G                       | 205608         | 198860         | 285130         | 290739                                  |
| <b>MULTICAP</b>         |                |                |                |   |
| A                       | 162279         | 138866         | 181770         | 183567                                  |
| B                       | 159601         | 135546         | 171230         | 172819                                  |
| C                       | 169016         | 150236         | 182921         | 186656                                  |
| D                       | 170265         | 146077         | 193169         | 193552                                  |
| <b>TAX SAVER</b>        |                |                |                |   |
| A                       | 165885         | 142900         | 194138         | 194795                                  |
| B                       | 203415         | 157139         | 206659         | 210590                                  |
| <b>BALANCED</b>         |                |                |                |   |
| A                       | 154724         | 140948         | 173453         | 174920                                  |
| B                       | 152306         | 139816         | 179981         | 178928                                  |
| C                       | 150925         | 135025         | 175638         | 177299                                  |
| D                       | 109148         | 99886          | 130322         | 131775                                  |
| E                       | 157792         | 146274         | 177363         | 179004                                  |

Note : The amount invested is 1,00,000 on 1/3/2014 and the value follows as on mention date. The scheme names are not mentioned, please speak to us for details.

**SIP returns of equity funds**

|         | Amt. Invested | Corpus Value | Return % |
|---------|---------------|--------------|----------|
| 2 Yrs.  | 24,000        | 24,721       | 2.88%    |
| 3 Yrs.  | 36,000        | 40,714       | 8.16%    |
| 5 Yrs.  | 60,000        | 84,458       | 13.65%   |
| 7 Yrs.  | 84,000        | 1,29,739     | 12.21%   |
| 10 Yrs. | 1,20,000      | 2,27,228     | 12.27%   |
| 15 Yrs. | 1,80,000      | 7,57,703     | 17.36%   |

Note : Amt. Invested Rs. 1,000 per month

**BENEFITS OF INVESTING THROUGH THE STP ROUTE?**

Your money is in a less-risky investment option

You get better returns in a liquid fund compared to in a savings bank

Your cost of acquisition of new mutual fund units is averaged out

You don't need to try the near-impossible step to time the market to your advantage

Your urge to spend, when you see a large amount in your savings bank, is limited

After investing through the STP structure, the investor often converts that SIP as a regular investment route

Source : Times of India

**A TO Z OF STP**

In the previous edition we introduced you to Systematic Transfer Plan (STP). This time, know how to use it better

**WHAT**

Consider STP a version of the Systematic Investment plan (SIP). It helps you to invest a fixed amount in a particular Fund on a monthly basis.

**STP V/S SIP**

In an SIP, your money moves from your bank account to a Mutual Fund. In an STP, it moves one Fund to another.

**HOW TO WORKS**

It's simple. First step involves accumulating investments in a Fund. When you want to exit this MF scheme, you sign up for an STP and specify a new Fund and monthly amount. The STP will exit your previous investment and move your money to the new Fund every month.

**LIQUID TO EQUITY MF**

The most common use of STP is to first invest your entire investment amount in a Liquid Fund in lump sum and then transfer it to an Equity Fund every month. This helps you earn by Equity Funds at different market prices, thus averaging your cost and lowering risks.

**LIQUID TO DEBT MF**

Another common use of STP is when you want to lower the risk of your investment, say at the age of 65. You then systematically move the Funds to a Debt scheme that can help you protect your month until retirement.

**CAPITAL GAINS**

When you start an STP, you are essentially selling your investments in an old MF's scheme and buying a new one. This means you could be eligible for Capital Gains Tax either for the short term or long term. Consider this before making your decision.

**EXIT LOAD**

Before you start an STP, don't forget to consider the Exit Load on your prior MF investment. This could eat into your returns. This is explained below.

Source : Times of India

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## Monthly Dividend Paying Schemes

L &amp; T INDIA PRUDENCE

DSPBR BALANCE

DSPBR BALANCE

KOTAK BALANCE

ICICI PRUDENTIAL BALANCE

HDFC PRUDENCE

RELIANCE RSF BALANCE

RELIANCE TOP 200

TATA BALANCE

## Quarterly Dividend Paying Schemes

HDFC BALANCE

BIRLA SL BALANCE

RELIANCE RSF BALANCE

DSPBR TAX SAVER

RELIANCE TAX SAVER

Annual Dividend option is all available in all schemes.

### Benefits of Starting Early



## DONT MAKE THESE MISTAKES

Small investors get unnered when markets fall. Here are common mistakes they should avoid.

1. **Don't stop mutual fund SIPs** when markets are down. You lose the very advantage that the SIP offers by averaging out the cost of purchase.

2. **Leveraged bets can be devastating** when markets drift down. If you buy stocks directly invest only in the cash segment, not F & O.

3. **Small-cap stocks can be very rewarding** but don't get lured into buying obscure scrips or low priced penny stock.

4. **Diversify your investments** across at least 3-4 stocks and sectors. Betting too much on a single stock or sector can be risky.

5. **Invest for at least 4-5 years.** Don't invest money which might be required in the next 1-2 years. Put in short-term debt funds or bank deposits.

| SCHEME                                     | Interest Rate in (%)     |      |      | AMOUNT           | Senior Citizen |
|--|--------------------------|------|------|------------------|----------------|
|  | 12 M                     | 24 M | 36 M |                  |                |
| Bajaj Finance                              | 7.80                     | 8.00 | 8.05 | 75,000           | 0.25           |
| Mahindra & Mahindra Financial Services Ltd | 7.50                     | 7.50 | 7.55 | 10,000           | 0.25           |
| DHFL                                       | 7.75                     | 7.80 | 7.85 | 10,000           | 0.25           |
| DHFL                                       | 7.80 (14 Months Deposit) |      |      | 10,000           | 0.25           |
| DHFL - Trust                               | 7.80 (13 Months Deposit) |      |      | 10,000           |                |
| DHFL                                       | 7.90 (40 Months Deposit) |      |      | 10,000           | 0.25           |
| DHFL - Wealth 2 Health                     | 7.75                     | 7.80 | 7.85 | 25,000           | 0.25           |
| Gruh Finance                               | 7.25                     | 7.50 | 7.50 | 10,000           | 0.25           |
| HDFC Regular Deposits                      | 7.40                     | 7.40 | 7.40 | 20,000           | 0.25           |
| HDFC Premium Deposits                      | 7.50 (15 & 30 Months)    |      |      | 20,000           | 0.25           |
| HDFC Premium Deposits                      | 7.55 (20 & 40 Months)    |      |      | 20,000           | 0.25           |
| REC Capital Gain Bond                      | 5.25 (36 Months)         |      |      | Yearly Int. Rate |                |
| NHAI Capital Gain Bond                     | 5.25 (36 Months)         |      |      | Yearly Int. Rate |                |
| Shriram FD                                 | 7.75                     | 7.85 | 8.00 | 25,000           | 0.25           |

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