



THE SAVING PLUS VIEW

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FOR PRIVATE CIRCULATION

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Dear Investor,

"The Saving plus View" is a Monthly Newspaper Publication brought to you by Merchant Investment Consultancy (MICPL). MICPL is 15 year's old organization and we are one of the respected Financial Advisory Firm & Investment planners in Country. We provide service in the field of MUTUALFUNDS, FIXED DEPOSIT, BONDS, and TAX PLANNING, ETC.

Mr. Uday Merchant serving from last two decades in the financial field under his guidance and vision we excel further with new strategy, products and latest technology benefit to offer clients from time to time. Our Director, **Mr. Anoll Merchaant** have the experience of 10 years in serving the Financial planning Field, Having a Management Degree With International Business in Foreign Trade gets him an advantage over others.

Our Directors Takes keen interest in monitoring all transaction on regular basis. In this Complex world, where INDIA is being put on global map with other leading world countries, the investment horizon has changed completely with investors getting all new investment products to invest from around the world. In this situation the investor gets best advice only from the professional person having good experience in the financial investment planning market.

Our Team of Advisors are thoroughly professional & having a substantial knowledge in the financial planning field. Many Clients are benefited from our advisory and investment planning services, you too can take the advantage of our exclusive INVESTMENT PLANNING services.

We also review the existing portfolio and investment, you can email us: merchantinvestment@gmail.com, you just email us, rest all will be done by our professional Advisors .

We Believe

Dear Investor,

We at Merchant Investment Consultancy offers a progressive planning practice that differentiates itself by being disciplined, well researched & client oriented. We create value and advice to the investment process, not at the starting stage, but throughout the time. i.e., from the date investor has started investing till his last investment. Our Core decisions regarding our processes & practices starts at grassroots levels, ensuring all angles are covered in the decision making process. We believe the fact that every investor is different & have different Financial Goals, different Risk Tolerance & different Approach to financial planning. Keeping this in mind we make the financial planning as per the clients needs after understanding their respective requirements, like the duration, goals & risk tolerance level of client to achieve their financial objectives & meet their desires.

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While Choosing Your Advisor or Investment Planner, Consider The Following Factors:

- (1) Organisation** : Your Advisor or Investment Planner should be an **ORGANISATION**
- (2) Experience & Reputed** : Your Advisor or Investment Planner must be **REPUTED** and should have a good amount of **EXPERIENCE**
- (3) Products & Services** : Your Advisor or Investment Planner Should Offer you all the Latest **PRODUCTS**, **PRODUCT NOTES**, and **SERVICING** standards should be up too the mark with the industry
- (4) Technology** : Your Advisor or Investment Planner should have a **SEAMLESS TECHNOLOGY** platform: Web based and Mobile Edge platform to serve you (Coming soon).
- (5) online Platform with mobile tracker** : Your Advisor or Investment Planner should provide you **ONLINE INVESTMENT PLATFORM**, where you can easily track the **INVESTMENT** details across all Asset Class on website as well as on mobile phones.
- (6) Electronic Communication** : Your Advisor must have an **ELECTRONIC MEDIA** Communication also; we have a developed a website where the investor gets access to the news and information on financial markets from across the world
- (7) Regular Updates** : Your advisor should send you **REGULAR EMAIL UPDATES** and **SMS UPDATES** on your investments.

Note : If you want to avail this facilities kindly registered your E-mail & Mobile No. on our website.

SERVICE OFFERED & SUPPORT :

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- Subscribe Saving Plus View : www.miconline.co.in

- Portfolio statement** : services@miconline.co.in
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WE BELIEVE

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Investment Discipline: Our approach and focus to investing begins with a perspective both deep & broad. We focus on significant value to the portfolio selection, review process & develop the strategies to minimize the tax of the investors. Our Belief & approach are time-tested with investments, specialization, extensive industry knowledge & active risk management to seek investment opportunities from time to time. We strive to integrate the best thinking and resources as we believe in balanced diversification for our investors.

Service Excellence: We add value to the investing process through our expert research, comprehensive investment planning & comprehensive personalized service through our wealth creation solutions. We are strong believer of having one to one relationships

with our clients and wanted to excel new heights with our client centric service approach

Continuous Innovation: We believe innovation is the key for success and which has to be adopted from time to time. Through our Products & Service Innovation, we strive to offer our investors the investment solutions that provide them an edge over other investors. We keep the continuous monitoring & review the portfolio on regular interval with one on one basis with our clients. Appropriate changes as and when required to the portfolio, we adopt with new strategy and implementation charts are design to reflect the changes in the portfolio of clients required to be made according to the market conditions with keeping the client needs, approach, risk tolerance and goals in mind.

Detailed Portfolio On Website

1. User-ID Details: We are providing the unique user id & password for tracking the Investment portfolio online on our website

2. Family Wise : Family & Individual Userid and password will be provided

3. Snapshot: You can access the snapshot details of the investment details across all asset class at one place

4. Recent Transaction : Easily Access to Recently Done & Last One Month Transaction

5. SIP/STP Transaction Details : Get Family Wise Details on SIP Transaction on day to day & month to month Basis

6. Scheme Allocation : Get all in-depth breakups on the investment details, such as: sector allocation, scrip allocation & chart description will help you to get the percentage allocation across all sectors of holding

7. Investment Holding : This feature will help in getting easy access

to the latest holding statement as well month and year wise statement on the investment details

8. Preprinted Forms : You can access easily the preprinted forms and transaction slips

9. Account Statement : Get the latest account statement on your Investments at one go, NO bothering of remembering phone numbers and requesting the account statement of individual mutual fund co.

10. Dividend Record : Records of All Schemes Available since inception year wise, date wise, scheme wise, company wise

11. Capital Gains : Easy access on Capital Gain Statement for Accounting Purpose

12. Portfolio Returns Details & Summary : Access in-depth Portfolio Details and Summary, containing details: year wise, folio wise, scheme wise, company wise, family wise, individual name wise, absolute return, CAGR return, no. of days hold, etc

Why SIP should not be stop and stay continue

1) Stopping SIPs during market fall can be disastrous for investments

It used to be that the main skill an investor needed was to be able to tell good investments from bad. However, it has become amply clear over the past four years that managing one's own reactions to panic and crisis is just as important, if not more so. All indications and data suggest that the number of investors who are investing in equity through the SIP route has grown substantially over the past few years. However, times like the current ones are a potential source of damage to this style of investing.

Whenever there is a spate of negative news, or when the stock markets fall sharply over a short period, a certain proportion of investors cancel or pause their SIPs, or don't extend them if the initial SIP period comes to an end.

2) Investing during the bad times is the central point of SIP

You see, investing during the bad times is the central point of SIP. It's the main advantage, the reason why SIP makes sense. In some ways, the whole concept is just an elaborate psychological trick to make you invest when the market is declining. Investors who are smart enough to escape getting tricked are actually not being very smart.

Here's a simple study that I did. Consider a hypothetical investor who has been investing since 1997 in a fund that just tracks the Sensex. The investor has an SIP of Rs 10,000 a month and just sticks with that year after year. In the 14 years since he started, he would have put in Rs17.4 lakh into his investment. Today, that investment would be worth `48 lakh for a total return of 174% over these years. This is 13% per annum. Contrast this with an investor who pauses every time the market crashes.

3) This behaviour looks entirely natural

This behaviour, which looks entirely natural, would have pushed down his total returns down to 134% - 11.3% on an annualised basis. Instead of investing Rs 17.4 lakh and getting Rs 30-lakh return, he would have invested Rs 12.3 lakh and got Rs 16.5-lakh returns. That is not a small difference.

The moral of the story is clear: We're probably going to have months, if not years, more of panic and crises. However, the only sensible thing to do is to keep investing. Since the point of SIP is to invest when the markets are down, you should actually be glad that you are going to get so much opportunity to do so. I know that sounds like a joke, even a cruel one. But it isn't, it's the truth.

Varying Returns from SIPs

During a bull phase, investing through an SIP delivers lower returns than through a lump sum. However, this strategy helps outperform when applied to a complete market cycle.

	Bear phase Jan'08-Mar'09	Bull phase Apr'09-Jan'11	Bear & bull phase Jan'08-Jan'11
Amount invested (Rs. Per month)	5,000	5,000	5,000
Entry NAV (Rs.)	215.64	124.96	215.64
Exit NAV (Rs.)	104.31	259.45	259.45
Total months of Investment	15	22	37
Total amount Invested (Rs.)	75000	1,10,000	1,85,000
Return (Lump sum)	-44.07%	48.96%	6.18%
Return (SIP)	-42.73%	24.86%	27.33%

- 1) The analysis is based on average NAVs across the five largest equity diversified funds.
- 2) Please refer to page 3 for Return on SIP investment across all schemes to understand this calculation properly.

Courtesy: Economic Times

Why Systematic Investment Plan (SIP) make sense even when debt seems to score

Every pundit on Dalal Street has his favourite 'retail' joke. "Retail investors have only one strategy: Buy when the market is at all-time high, and sell when it is at all-time low. The best strategy to lose money in the market," laughs a seasoned stock broker, who never gets tired of repeating the story. "I used to tell my team it was time to scoot when worthless IPOs would start getting subscriptions from small towns you have never heard of," jokes a mutual fund manager, who prefers not to be named.

Well, these jokes were out of fashion in the last two years. Suddenly, the same people were talking about the 'mature' retail investors and their commitment to the market. The proof is in the systematic investment plan (SIP) numbers, they would aver. However, it seems, the celebration was a bit premature. Guess what; investors are back to what they do the best: Selling or getting out when the market is low. Probably, they will also get back when the market recovers

As per the data from Karvy Computer share, a registrar of mutual funds, the number of SIP investors dropped sharply to 80,823 in 2011-12, from 3.16 lakh in 2010-11. According to CAMS, another registrar, new SIP registrations dropped from 23.65 lakh to 18.9 lakh during the same period. "It is due to three different reasons. One, equities are not doing well. Second, even mutual funds are pushing debt products at the moment. Third, there is still a distribution vacuum created by the ban of entry load on mutual funds," says Mukund Seshadri, founder, MSVentures Financial Planners.

For example, a SIP in HDFC Top 200, the scheme with the largest asset under management (AUM) at more than Rs 10,000 crore, has given a return of 6.5% in the past year (if you had put in money using the SIP route every month, this was the return you would have got) HDFC Equity Fund, the scheme with the second-largest AUM, has given a negative return of 1.71% while Reliance Growth has given a return of a mere 3.46% in the same period.

Compared to such uninspiring performance, bank and company fixed deposits are offering returns in the range of 9%-11% per annum. This difference in returns, according to MF distributors, has resulted in investors closing their SIPs and shifting money to fixed income instruments.

But is it a smart strategy? Sure, it may make sense if you look at the numbers in the short

term. However, it could prove a huge mistake if you look back after a longer period of, say, 10 years

"Keep your SIP running for a longer period and do not stop it in downturns. You will lose out a chance to make money in the long term if you stop your SIP midway when the market tanks," says Ranjit Dani, a certified financial planner. In fact, that statement encapsulates what SIP stands for.

The whole idea behind starting a SIP with an equity scheme is to go on investing regardless of the market conditions. In that sense, SIPs help you control your emotions and go ahead with your long-term investment plans in equity. Another important feature of SIP is that it helps you buy more number of units when the market is down, this would help you to average your cost of holdings in the MF scheme of your choice.

Look at the numbers for yourself. According to mutual fund tracking firm Value Research, those who have stayed invested in good MF schemes for 10 years have pocketed handsome returns. Reliance Growth tops the list with an annualised return of 26.86%, followed by DSPBR Equity at 25.48% and HDFC Top 200 at 25.18%.

In fact, even the worst performing SIP, Taurus Discovery Fund, delivered 8.23% while JM Equity delivered a return of 11.11% in the period. Sure, some self-proclaimed pundit may tell you that you could have done better if you timed the market, but always remember that timing the market is easier said than done.

"We advise investors to do equity SIPs for a minimum period of seven to 10 years. They should link equity SIPs to their long-term goals such as children's education, retirement or buying a house," says Anil Chopra, Group CEO, and Bajaj Capital. "If you are investing Rs 10,000 per month in SIPs, split it up into four or five funds. Have a mix of large-cap, mid-cap, value style and thematic funds as part of the SIP portfolio."

Experts like him reiterate SIPs are the best way for individuals to enter the stock market, as it imparts discipline and also one can invest as little as Rs 50 a month in an equity scheme. Just identify a scheme from a good fund house that has been a consistent performer over the past five years and start investing in it. And don't forget to review the performance of the scheme regularly.

Start Date	End Date	No. Of Month	Invested Amount	LARGE CAP FUNDS				SMALL & MID CAP FUNDS			DIVERSIFIED EQUITY			
				ICICI Prudential FOC Bluechip	HDFC Top 200	FRANKIN INDIA BLUE CHIP	DSP BR TOP 100	IDFC Premier Equity	RELIANCE EQTY. OPP FUND	ICICI PRUDENTIAL DISCOVERY	FRANKIN Prima Plus	ICICI PRUDENTIAL DYNAMIC	HDFC Equity	Canara Robeco Equity
1/4/06	31/3/09	36	72,000	1,26,506	1,31,276	1,22,095	1,22,270	1,57,658	1,34,017	1,42,916	1,16,739	1,23,095	1,33,101	1,29,301
1/4/06	31/3/10	48	96,000	1,58,786	1,62,030	1,53,468	1,52,346	1,92,352	1,70,166	1,77,564	1,47,525	1,55,401	1,65,372	1,61,007
1/4/06	31/3/11	60	1,20,000	1,83,163	1,85,564	1,78,138	1,76,893	2,16,778	1,94,701	2,01,545	1,71,928	1,80,001	1,88,528	1,65,314
1/4/06	02/04/12	72	1,44,000	2,08,087	2,09,785	2,01,193	1,99,707	2,47,694	2,25,992	2,30,510	1,98,609	2,04,045	2,13,023	2,12,495

Valuation of SIP Nav & Returns 5/4/2012

Source : www.miconline.co.in

Performance of ELSS Schemes for Rs. 1,00,000 Tax Saving U/S 80C

ICICI Pru Tax Plan Last NAV : 17.34 Launch : Aug' 1989	Canara Robeco Tax Saver (D) Last NAV : 17.45 Launch : March 1993	HDFC Tax Saver (D) Last NAV : 50.98 Launch : March 1996	Franklin Taxshiled (D) Last NAV : 28.17 Launch : April 1999	DSPBR Tax Saver (D) Last NAV : 11.41 Launch : Dec' 2006
Dividend History 24/2/12 : 10% 18/2/11 : 20% 4/12/09 : 40% 18/7/08 : 15% 18/1/08 : 20%	Dividend History 9/3/12 : 10% 18/3/11 : 20% 21/1/11 : 20% 19/3/10 : 20% 8/1/10 : 20%	Dividend History 1/3/12 : 60% 3/3/11 : 60% 4/3/10 : 60% 5/3/09 : 50% 7/3/08 : 80%	Dividend History 3/2/12 : 30% 14/1/11 : 40% 15/1/10 : 30% 17/12/08 : 30% 14/1/07 : 80%	Dividend History 4/3/11 : 5% 29/2/08 : 36%
Performance 2 yrs. : 2.6% 3 yrs. : 31.3% 5 yrs. : 10.8%	Performance 2 yrs. : 4.80% 3 yrs. : 31.20% 5 yrs. : 15.90%	Performance 2 yrs. : 3.30% 3 yrs. : 30.20% 5 yrs. : 1.40%	Performance 2 yrs. : 6.30% 3 yrs. : 27.70% 5 yrs. : 12.70%	Performance 2 yrs. : -0.1% 3 yrs. : 24.60% 5 yrs. : 11.00%

Government of India 8% Saving's Taxable Bonds

- | | | |
|---|-------------------------------------|---|
| 1] Investment Taxable No. TDS.* | 4] Period 6 Years. | 8] On the spot brokerage. |
| 2] Invest 8% P.A., Payable Half Yearly or on Maturity. | 5] Transferable : No Transferable. | 9] Bonds available. |
| 3] Who can invest : Resident Indians & Charitable Trusts. | 6] Limit on Investments : No Limit. | 10] Cheque Favouring |
| | 7] No Bank Loan Allowed. | a] HDFC Bank Ltd. a/c 8% Saving Taxable Bonds |
| | | b] ICICI Bank Ltd. A/c 8% Saving Taxable Bonds. |

*Note : No TDS, Subject to submission of form 15H, when you apply for 8% Savings Taxable Bonds

List of Servicing Area Representative for Merchant Investment Consultancy

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THANE	TEL.: 98694 20081	MOB.: 98338 84571
BHANDUP / MULUND	TEL.: 97020 99951	MOB.: 97020 99951
BHANDUP / MULUND	TEL.: 2564 9396	MOB.: 98197 89239
GHATKOPAR	TEL.: 25061651	MOB.: 98338 84573
CHEMBUR / KURLA	TEL.: 2523 3429	MOB.: 98194 92697
VASAI/VIRAR/NALASOPARA	TEL.: 94233 54260	MOB.: 90969 81475
BORIVALI	TEL.: 2862 2042	MOB.: 98203 25220
MALAD / KANDIVALI	TEL.: 2862 2042	MOB.: 98203 25220
MALAD	TEL.: 2880 4652	MOB.: 98338 84590
GOREGAON	TEL.: 2843 2022	MOB.: 99209 03079
ANDHERI (EAST) / POWAI	TEL.: 2925 4336	MOB.: 98338 84574
SANTACRUZ (EAST/WEST)	TEL.: 98923 43457	MOB.: 98338 84576
KHAR	TEL.: 98923 43457	MOB.: 98338 84576
MAHIM, SHIVAJI PARK, DADAR	TEL.: 2447 4043	MOB.: 98209 65319
DOMBIVLI, KALYAN	TEL. 9833820274	MOB.: 98208 20274

- Note : (1) Our Area Representative will collect the application forms, guide you for investments and also send the receipts of investments for your records.
- (2) We won't be responsible for any change in the interest rate accruing in company fixed deposits.
- (3) The company fixed deposit receipt (FDR) will be issued by the respective company / registrar of the company. It takes at least 60-90 working days after realisation of the cheque.
- (4) We don't stand guarantor for the investment amount or the returns for any of the investment done in company fixed deposit or financial securities markets like Mutual Funds, Bonds, Shares, etc.

Current Fixed Deposit List

Company Name	Min. Amount	Interest Payable	12 Months	24 Months	36 Months
Jay Pee Asso. & Infratech	20,000	Q/C	11.75	12.25	12.50
Shriram Unnati	25,000	Q/H/A	9.25	9.75	10.75
Godrej Industries	10,000	H/C	7.75	8.50	9.25
Mahindra & Mahindra FIN*	25,000	Q/C	8.50	10.00	10.50
HDFC Ltd.	40,000	M	9.15	9.30	9.40
(0.25% Extra)	20,000	Q/H	9.20/9.30	9.35/9.45	9.45/9.55
for Senior Citizen above 60 yrs)	20,000	A/C	-/9.50	9.65	9.70
ICICI Home Finance	10,000	A/C	8.25	8.75	8.75
(0.25% Extra)	20,000	Q	8.25	8.35	8.70
For Senior Citizen)	40,000	M	7.95	8.40	8.40

*Senior Citizen : 0.25% (HDFC Ltd & Platinum Deposit Trust can Invest)

1. HDFC Platinum Deposits for are available for 15 & 33 months @ 10%.*
2. DHFL Fixed Deposit available from 11% onwards.
3. Network TV18 available.
4. Please Inquire at office for current Fixed Deposits rates & availability.
5. This rates are as on 11 April 2012 • Please inquire for further details

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START INVESTMENT IN GOLD THROUGH SIP

Why Invest in Gold ?

- 1) Gold has been among the best performing asset class of the decade with a compound annual growth rate (CAGR) 13.2% from 2000 - 2008 & 25.5% in last 3 years.
- 2) During periods of economic concerns or when the market has fallen substantially, gold has historically been perceived by investors as a potential safe heaven and store of value.
- 3) Historically Gold is also used as a hedge against inflation and a weakening currency (dollar).
- 4) Central banks have become net buyers of gold for the first time in 20 years.
- 5) In recent times, Gold has shown a low correlation with other asset classes, while at the same time, its return potential has been similar to equity assets performance. As a result, allocation into Gold improves portfolio diversification and can minimize the downside risk of the portfolio.

Note : Schemes available for Investment : Reliance Gold, SBI Gold & Kotak Gold.

NAV & Returns : 05/04/2012

Kotak Gold Saving	Reliance Gold Saving
Last NAV : 13.13 Launch : March 2011	Last NAV : 13.27 Launch : Feb' 2011
Performance 3 month : 2.10 % 6 month : 7.56 % 1 year : 31.34 %	Performance 3 month : 2.67 % 6 month : 6.51 % 1 year : 32.76 %

REASONS TO INVEST THROUGH US :

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- 2] Prompt Service.
- 3] Free delivery of Application Forms.
- 4] We also collect the application forms from your door steps.
- 5] Incentive payment wherever applicable on the spot, Subject to Realisation of cheque.
- 6] Online Portfolio services and online Mobile Application Setup.

Contact : Anoll Merchaant / Uday Merchaant
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