



THE SAVING PLUS VIEW

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ACCHE DIN AANE WALE HAI : 10 SAAL MODI KE, NIFTY PAHUCHA SENSEX PE

Now have a look at scenario of last 6 months EQUITY SCHEMES

SCHEME	PRE Rally (NOV'2013)	ELECTION MOMENTUM (MARCH'2014)	POST ELECTION (JUNE'2014)
AXIS MIDCAP	13.09	14.87	19.7
BNP PARIBAS EQUITY	41.82	44.60	54.37
ICICI PRU TOP 100	165.26	180.19	216.46
BNP PARIBAS DIVIDEND YIELD	21.05	22.87	28.08
BIRLA SL TOP 100	27.15	30.12	36.94
TATA ETHICAL FUND	80.59	88.20	101.50
UTI TRANSPORT & LOGISTICS	36.39	45.87	58.33
AXIS EQUITY	13.22	14.29	17.07
ICICI PRU FOCUSSED BLUECHIP	19.64	21.40	25.34
BNP PARIBAS MIDCAP	12.83	13.86	18.30
BIRLA SL FRONTLINE EQUITY	104.15	114.74	137.58
ICICI PRU VALUE DISCOVERY	58.23	67.31	88.76
BIRLA SL MNC	276.25	299.15	358.32
UTI OPP FUND	32.73	35.67	41.94

Service Area Representative of MICPL for Clients

WESTERN SUBURBS

BORIVALI	
MALAD / KANDIVALI	MOB.: 98203 25220
GOREGAON / ANDHERI	TEL.: 2843 2022 MOB.: 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/IRAR/NALASOPARA	MOB.: 90046 93334 MOB.: 90969 81475

CENTRALSUBURBS

DOMBIVLI, KALYAN	MOB.: 98208 20274
GHATKOPAR	TEL.: 25061651 MOB.: 9833884572
BHANDUP/MULUND	MOB.: 9819789239
THANE	TEL.: 2532 9267 MOB.: 98195 98586
THANE	TEL.: 98694 20081 MOB.: 98338 84571
CHEMBUR/KURLA	TEL.: 2523 3429 MOB.: 98194 92697

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GOAL	TARGET CORPUS	TIME AVAILABLE	SUGGESTED ASSET MIX	
RETIREMENT	75 LAKHS	20 YEARS	80%	20%
CHILD'S MARRIAGE	30 LAKHS	15 YEARS	75%	25%
CHILD'S EDUCATION	25 LAKHS	10 YEARS	60%	40%
DOWN PAYMENT OF HOUSE	10 LAKHS	5 YEARS	30% EQUITY, 50% DEBT, 20% GOLD	

NOTE : (1) EQUITY FUNDS WITH 12% ANNUALISED RETURNS (2) DEBT FUNDS WITH 8% ANNUALISED RETURNS (3) GOLD FUNDS WITH 8% ANNUALISED RETURNS

WHICH SIP IS BEST FOR YOU

WE BACK CALCULATED THE RETURNS OF SIP'S STARTED IN JUNE 2009& FUND THAT THERE WASN'T ANY SIGNIFICANT DIFFERENCE IN RETURNS

SIP FREQUENCY	AMOUNT(RS)	VALUE OF INVESTMENT (RS)
QUARTERLY	9,000	2,72,434
MONTHLY	3,000	2,70,334
FORTNIGHTLY	1,400	2,73,289
WEEKLY	700	2,73,076
DAILY	100	2,72,311

- (1) THE QUARTERLY OPTION HAS GIVEN HIGH RETURNS,BUT THESE ARE VOLATILE & THE LARGE AMOUNT CAN BE A BURDEN FOR THE INVESTOR
- (2) THE FORTNIGHTLY,WEEKLY & DAILY OPTIONS OFFER MARHINALLY HIGHER RETURNS BUT CAN BE CUMBERSOME
- (3) FOR THE SALARIED INDIVIDUAL,WHO EARNS IN MONTHLY INSTALMENTS,THE MONTHLY OPTION WORKS BEST

NOTE: All SIPs in ICICI Prudential Focussed Bluechip Equity Fund,Monthly & Quartely SIPs started in June 2009.Daily,weekly & fortnightly SIPs started on 28 May 2009.The SIP amount for fortnightly,monthly & daily options has been rounded off



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What is Dividend Yield and why is it important To Invest In DYF

Dividend Yield is a financial ratio that indicates how much shareholders are paid in the form of dividends every year, relative to the share price. It helps you measure the cash-flow for every rupee invested in dividend paying stocks.

It is expressed in terms of a percentage, and calculated by dividing the amount of dividend by the share price.

For example; AB Auto is trading at Rs.200 per share, paying an annual dividend of Rs.10 per share. Thus, annual dividend (Rs.10) / Share Price (Rs.200) x 100 = 5% is the dividend yield of the company.

Annual Dividend Per Share / Price Per Share

Its importance can be summaries in two points:

1. Stock market returns of High Dividend Yield companies have historically been better and more stable than general markets.
2. Qualitatively, regular and growing dividends by these companies are indicative of healthy cashflows, a stable business model, consistent growth and an accountable management.

What is its relevance to investors in current equity markets?

The timing of the launch coincides the general elections in India, which is a very important event for financial markets in India. Past experience on election day may give us some insight into the deployment strategy of the fund.

Historically, High Dividend yield can be considered as a good sign of undervalued markets. In 2003-04 and again in 2008-09, as interest rates tread lower, dividend yields peak out after a lag which was then followed by a rally in equities. Interest rates in India are currently at very high levels and may peak out in the near future.

- Invest at least 80% of assets in cos. that have dividend yield greater than the dividend yield of CNX Nifty Index (last released /published by NSE), at the time of investment.
- Identify high dividend stocks within the framework of valuations and fundamentals.
- Invest in high-quality companies with proven records of paying and growing dividends.
- Invest across market cap

NOTE : (1) We have started recommending this schemes from the month of November 2013. (2) The Markets & various other magazines have started advising in investing in this schemes from April 2014, still we are strong on this schemes. (3) Hurry !!! God investments not to miss.

Aim at earning Post Tax returns that beat inflation. (1) Pre tax return : 9%, (2) Tax Slab : 30.9%,

(3) Calculation : 9 x30.9% - 2.8%, (4) Post Tax returns : 9 - 2.8% = 6.2%.

Use Equities To Grow Your Wealth

Fund	Rating	NAV	1 Year Return %	2 Years Return %	3 Years Return %	5 Years Return %
DIVIDEND YIELD						
BNP Paribas Dividend Yield Fund - Monthly Payment*	★★★★★	27.19	36.93	27.28	15.42	18.54
Tata Dividend Yield Fund - Plan A	★★★★	47.59	30.65	22.38	12.33	18.41
LARGE CAP						
Birla Sun Life Top 100 Fund	★★★★	36.31	44.14	32.75	17.23	16.33
ICICI Prudential Top 100 Fund - Regular Plan	★★★★★	210.65	41.59	28.32	16.28	15.57
Birla Sun Life Frontline Equity Fund	★★★★	135.50	36.95	32.12	16.07	15.72
ICICI Prudential Focused Bluechip Equity Fund - Regular Plan	★★★★★	24.79	34.58	28.21	15.17	17.57
MIDCAP						
ICICI Prudential Midcap Fund - Regular Plan	★★★	52.58	71.21	35.35	18.32	18.63
Axis Midcap Fund	★★★★★	19.16	50.51	38.77	22.96	—
BNP Paribas Midcap Fund	★★★★★	17.65	50.21	36.63	22.74	22.65
DIVERSIFIED						
Tata Ethical Fund - Plan A	★★★★★	96.59	30.90	26.96	13.57	17.02
Axis Equity Fund	★★★★★	16.73	31.22	31.06	16.16	—
BNP Paribas Equity Fund	★★★★	53.06	33.55	28.05	16.36	13.90
TAX SAVER						
Reliance Tax Saver Fund	★★★★★	35.80	56.77	33.57	19.86	19.41
ICICI Prudential Tax Plan - Regular Plan	★★★★★	225.69	51.79	33.23	17.28	20.50
Axis Long Term Equity Fund	★★★★★	21.95	44.72	35.89	20.91	—
BNP Paribas Tax Advantage Plan Fund	★★★★	22.64	37.47	28.92	17.49	16.23

* Subject to Dividend Surplus. (All Emails should be directed to company Email ID only)

LIQUID SCHEMES A GOOD OPTION TO PARK MONEY & GET MONTHLY DIVIDEND

Part of your 'emergency' cash pile can be invested here too. Also, say you've got a sudden inflow of money. You can temporarily put it in a liquid fund and earn good returns until you work out how to invest it.

Investing in liquid funds is a good alternative to having large sums idling in savings accounts. Wondering whether to invest in a liquid fund instead of squirreling away your excess cash in a tried-and-true savings account? The other week, we chanced on a conversation between two friends pitting the pros and cons of liquid funds against savings bank accounts. Here's recounting their discussion to help you make a decision:

Asha: Did you invest some of that pile of cash in your savings bank account in a liquid fund, as I suggested?

Ravi: Not yet. You did not explain what a liquid fund is and how risky it is. Was thinking I already have a systematic investment strategy going on that draws money out of my bank account every month. So, I can afford to leave my money in my bank account!

Asha: Fine then, here goes. A liquid fund is a debt mutual fund that invests in very short-term instruments — commercial papers, treasury bills, certificates of deposit, and so on. Liquid funds generally invest in instruments that have a very high credit rating.

The maturity of the instrument can go up to 91 days. But portfolios of most liquid funds have average maturities well below that; even six or eight days sometimes. So a liquid fund holds very low risk.

Ravi: How so?

Asha: Patience! I'm coming to that. Since the instruments have very short tenures, they are not traded in the market, and instead held-to-maturity by the fund. This removes mark-to-market losses on the instruments and eliminates volatility. Other debt funds have securities with longer maturities and so are more influenced by interest rate changes and market movement.

Ravi: How does the net asset value move then and how do we make any returns?

Asha: A change in the net asset value of a liquid fund comes about as interest on the instrument accrues. In the past one year, liquid funds have given an average 9 per cent return. Top performers have even delivered 10 per cent. Most banks pay annual rates of 4 per

cent on savings accounts, though some pay 5.5-7 per cent. Liquid funds also give dividends, ranging from daily to quarterly payouts.

Ravi: But I can withdraw money from my bank at any time. Plus, funds charge exit loads on early redemption. So why would I choose liquid funds?

Asha: Yes, you cannot draw money from a liquid fund as you would from an ATM, except with maybe one or two funds. So yes, a bank account definitely scores highest on liquidity. But since liquid funds have low average maturities, they can be redeemed easily without suffering losses. And these funds don't have any exit loads! Expenses in a liquid fund are usually less than 1 per cent.

Ravi: But funds can incur losses. A savings bank account is very safe.

Asha: No, liquid funds very rarely deliver capital losses, because of the low risk I just explained. There may be one-time instances, such as last July, when liquid funds did slip. Even in such cases, don't panic and sell. Instead, allow the benefit of holding the instrument till maturity to come into play.

Ravi: What about taxes?

Asha: Liquid funds are subject to dividend distribution tax of 28.325 per cent, which the fund house pays. When you sell a liquid fund, it attracts short-term capital gains tax at your income tax slab rate if the holding period is less than one year. Long-term capital gains tax at 20 per cent with indexation and 10 per cent without applies to holding periods over one year. Interest above Rs 10,000 in a year from your savings bank account is subject to tax according to your slab.

Ravi: So which has better post-tax returns?

Asha: Liquid funds give higher returns than savings bank accounts even on a post-tax basis. Across interest rate cycles in the past five years, liquid fund returns have held above the savings bank rate.

Ravi: All this talk, and I'm still not clear on when to use liquid funds!

Asha: All right, let me spell it out. If there's a large sum in your bank account lying idle, then a liquid fund is a good parking ground.

Scheme	Birla Sun Life Cash Manager	BNP Paribas Money Plus	Axis Treasury Advantage	ICICI Pru Savings Fund	Tata Treasury Manager
Inception Date	May 14, 1998	Oct 19, 2005	Oct 08, 2009	Jul 30, 2004	Jul 12, 2007
Benchmark					
Latest NAV Rs/Units	314.03	19.13	1452.21	195.40	1705.62
3 Months	2.6%	2.3%	2.4%	2.5%	2.4%
6 Months	4.7%	4.2%	4.5%	4.4%	4.4%
1 Year	9.1%	8.4%	9.5%	8.7%	8.9%
2 Years	8.9%	8.5%	9.3%	8.6%	8.7%
3 Years	9.0%	8.8%	9.5%	7.3%	8.9%

Monthly Regular Payout available in the above listed schemes.

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- (9) **Financial Investment Reports** : Portfolio Summary, Dividend Report, Capital Gains, Holding Statement, XIRR and CAGR Report, Family Wise and Individual Wise
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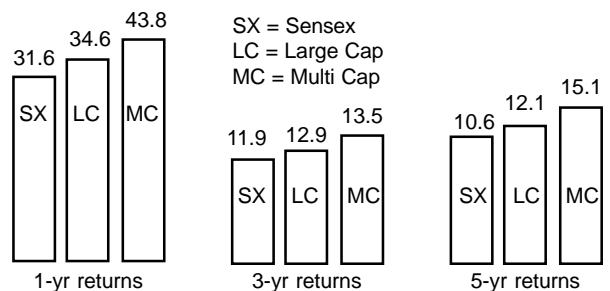
List of Fixed Deposit for the Month of July 2014

Company Name	Rating	Interest Rate in (%)				Senior Citizen	Yield	Minimum Investment	Interest Mode Available
		12 M	24 M	36 M	48 M				
Mahindra & Mahindra Financial Services Ltd	CRISIL : FAAA	9.25	10.00	10.25	9.75	0.25	11.34	10000	H/Q
Bajaj Finance	FAAA	9.25	9.40	9.65	9.25	0.25		150000	M/Q/H/Y
Bajaj Finance	FAAA	9.75 (15 M)						150000	M/Q/H/Y
DHFL - Aashray Deposit Plus	CRISIL : AA+	10.00	10.00	10.00	10.00	0.50	11.34	10000	M/Q/H/Y
DHFL - Swayam Sidha Deposit	CRISIL : AA+	10.00 (500 Days)				0.50	10.46	10000	M/Q/H/Y
DHFL - Aashray Deposit Single	CRISIL : AA+	10.50 (14 M)						10000	M/Q/H/Y
DHFL - Aashray Deposit Trust	CRISIL : AA+	10.50 (13 M)						10000	M/Q/H/Y
DHFL - Aashray Deposit	CRISIL : AA+	10.50 (40 M)				0.50		10000	M/Q/H/Y
Shriram Unnati Deposit	CRISIL : FAA+; ICRA : MAA+	9.25	9.75	10.75	10.75	0.25	11.94	25000	Q/H/Y
Shriram City Union Finance Ltd	CRISIL : FAA+; ICRA : MAA+	9.25	9.75	10.75	10.75	0.25	11.94	25000	M/Q/H/Y
PNB Housing Finance Ltd	CRISIL : FAA+	9.65	9.40	9.40	9.40	0.25	10.45	20000	H
LIC Housing Finance Ltd	CRISIL : FAAA	9.00	9.25	9.40			10.39	10000	H
Gruh Finance Ltd	CRISIL : FAAA; ICRA : MAAA	9.00	9.25	9.25	9.50	0.25		1000	M/Q/Y
HDFC Ltd. Regular Deposits	CRISIL : FAAA; ICRA : MAAA	9.25	9.25	9.25	9.00	0.25		20000	M/Q/H/Y
HDFC Ltd. Platinum Deposits (Individual & Trusts)	CRISIL : FAAA; ICRA : MAAA	(15 M - 9.50) (22 M-9.50) (33 M - 9.50)				0.25		20000	M/Q/H/Y
Capital Gain Bonds									
Rural Electrification Corporation Ltd. (REC) - 54 EC Bonds				6.00					
National Highway Authority of India (NHAI) - 54 EC Bonds				6.00					

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Investor can Outperform Mutual Funds

If the average small investor does a comprehensive study of his equity portfolio he will discover that his gains from direct stock investments are nothing compared to how much the average mutual fund made during the period. Mutual funds have full fledged research team that look into every aspect of a stock before they include it in their portfolios. They are able to Zero in on a multi-bagger much before that stock comes into the limelight. If you outperformed the mutual funds, you are in the wrong profession and should join a fund house as a fund manager. Otherwise, just invest through mutual funds for steady wealth creation.



MINT PAPER HEADLINES PRE AND POST ELECTION

(1) We are ALMOST in the EARLY STAGE of a BULL market : APRIL'2014 An SIP that provides \$ HEDGE : MAY'2014

Economic Times PAPER HEADLINES PRE AND POST ELECTION RESULTS

(1) It May Be The RIGHT Time To Bet on DIVIDEND YIELD funds : May'2014 (2) Marktes Chase New HIGH, But P/E Still Below 2007 PEAK : APRIL'2014 (3) Take the SIP ROUTE to BOOST EQUITY Portion in your PORTFOLIO : MAY'2014

Equity Schemes Pay In Long Term

Table 1 : Making one-time investments

Investment Year	Amount Invested	Current Value	CAGR (%)
1999	10 lakh	2.12 Crore	22.6
2004	10 lakh	50.7 lakh	17.6
2014	10 lakh	26.6 lakh	21.6

Table 2 : Opting for systematic investment plans (SIPs)

SIP duration	Amount Invested	Current Value	CAGR (%)
15 Years	18 lakh	1.06 Crore	20.7
10 Years	12 lakh	23.87 lakh	13.0
5 Years	6 lakh	7.74 lakh	9.7



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