

# DIFFERENT EQUITY FUNDS FOR DIFFERENT NEEDS

Know your investment objective, investment horizon and risk profile to shortlist an equity fund for you

## 01

### Based on Investment Style


These funds invest in companies based on a particular strategy/style like

01



**Value**  
Selects stocks based on their valuations, lower the better

02



**Growth**  
Selects stocks that have potential to grow faster than their peers

03



**Blend**  
It's a mixture of Value and Growth strategy

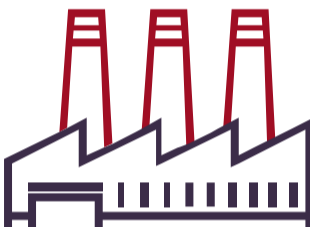
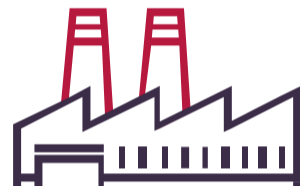


Suitable For

Investor who wants to avail benefits of different strategic investment styles

## 02

### Based on Market Capitalization\* of the Company

These funds invest in companies with different market capitalization\* that are classified into:

<p><b>Large Cap</b> Rs.10,000 Cr+#</p> 	<p><b>Mid Cap</b> Rs.2,000 to Rs.10,000 Cr#</p> 	<p><b>Small Cap</b> Up to Rs.2000 Cr#</p> 	<p><b>Multi Cap</b> Varies#</p> 
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\*(Market Capitalization= Share Price \* Number of Shares Outstanding)


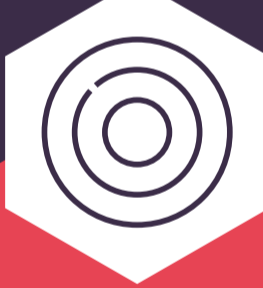

#This is just for illustration purpose. It may vary from time to time as per the market movement.

Suitable For

Investor who wants to invest in companies with different market capitalization

## 03

### Based on Types of Stocks

 <p><b>Sectoral Funds</b></p> <p>These funds invest in companies within a specific sector of the economy like Pharma, FMCG, Banking etc</p> <p>Suitable For investor who want to invest in a specific sector</p>	 <p><b>Thematic Funds</b></p> <p>These funds invest in companies based on a theme. For instance, an infrastructure thematic fund invests in companies doing business with infrastructure companies like steel, cement etc</p> <p>Suitable For investor who want more diversification than sectoral funds</p>	 <p><b>Diversified Funds</b></p> <p>These funds contain a wide array of securities across sectors to reduce the amount of risk in the fund</p> <p>Suitable For investor who wants to diversify across various stocks and stocks</p>
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