



## Why you must not save money at home:

- You might not save regularly
- You might dig into your savings for your wants
- The government might announce policies that would affect your money
- Your money won't grow
- Inflation can reduce the value of your money

And, thus, it is unwise to keep money at home.

# IT'S TIME TO STOP SAVING MONEY UNDER THE PILLOW

Money does not grow on trees and it certainly does not grow under the pillow. Your mother taught you to save money. It's your turn to help her save in the right tools that will grow her savings.

## Why you must not save money at home:

Savings as on 31 <sup>st</sup> March, 2018	₹10,000	₹10,000	₹10,000
Invested	No	In Savings Bank Account	In Liquid Mutual Funds
Returns for 2018-19	Nil	3.5%*	7.6%***
Savings value as on 31 <sup>st</sup> March, 2019	₹10,000	₹10,356**	₹10,760

\*Source: RBI Publications \*\*Calculated with effective annual rate considering that interest is calculated on a daily basis. \*\*\*Source: ICRA MFI Explorer

**Mothers are smart; naturally, they will make the right choice!**