



KOTAK TAX SAVER
Equity Linked Savings Scheme

Two reasons to rejoice

- ✓ Growth potential
- ✓ Tax savings*

Kotak Tax Saver is an Open-Ended Equity Linked Savings Scheme that gives you more than one reason to invest. Growth potential from investing in a diversified scheme and tax benefits. So what are you waiting for? Invest. Rejoice!

*Subject to Income Tax Regulations.

What is ELSS?

➤ An ELSS (Equity Linked Savings Scheme) is a mutual fund scheme that invests

in equity and equity

➤ ELSS is just like a diversified equity fund in terms of their portfolio.

➤ They have a 3- Year lock-in- period.

➤ ELSS offer a tax deduction under section 80C up to investments of Rs 1,00,000*.

Subject to change in income tax regulations.

Why ELSS?

Lock-in Period of 3 yrs

Prevents withdrawals, ensures long term investment

Capital Gains tax free at redemption

Dual Advantage

Tax Savings

Capital Appreciation

ELSS vs. Other Section 80C Avenues

Particulars	PPF	ELSS	NSC	Bank Deposits	ULIP
Tenure	15 Years	3 Years	6 Years	5 Years	5 Years
Min. investment (Rs)	500	500	100	10,000	Depends on Premium
Max investment for 80 C Benefit (Rs)	70,000	1,00,000	1,00,000	1,00,000	1,00,000
Returns (%)	8	19.45#	8	6.50*	NA
Interest Frequency	Compounded Annually	Not Assured	Compounded Half Yearly	Various Options available	Not Assured
Taxation of Income	Tax Free	Dividend & Long Term Capital gains Tax Free	Taxable	Taxable	Variable as per IT Laws

Category return as on March 31, 2010 over a period of 5 years, Source : MFI ICRA. Past Performance may or may not be sustained in future. * State Bank of India FD rate for 5 Years. Risk & return shares a direct relationship.

Kotak Tax Saver

ABOUT THE SCHEME

AN OPEN ENDED EQUITY LINKED SAVINGS SCHEME

LOCK-IN PERIOD OF 3 YEARS

OFFERS BENEFIT OF LONG TERM CAPITAL APPRECIATION WITH TAX SAVINGS

YOU CAN CLAIM DEDUCTION UNDER SEC 80 C OF INCOME TAX ACT ON INVESTMENTS UP TO RS 1,00,000 #

SUITABLE FOR INVESTORS

WHO SEEK CAPITAL APPRECIATION THROUGH EQUITIES, WANT TO SAVE TAXES AND HAVE A TIME HORIZON OF 3 YEARS AND MORE

Company	% To NAV*
Reliance Industries Ltd.	4.05%
Oil & Natural Gas Corporation Ltd.	4.00%
Infosys Technologies Ltd.	3.67%
State Bank Of India	3.60%
GlaxoSmithkline Consumer Healthcare	3.44%
Tata Consultancy Services Ltd.	3.22%
HDFC Bank Ltd.	2.78%
ITC Ltd.	2.69%
Bharat Petroleum Corporation Ltd.	2.40%
Yes Bank Ltd	2.38%
As on 30th July 2010	

Investment Philosophy

We use Bottom Up stock picking approach by applying the Business, Management and Valuation (BMV) Model

Business

Competition

Size of business

Economics of business

Scalability of business

Sustainability of business

Management

Vision

Execution Engine

Growth Orientation

Corporate Governance

Valuation

Price relative to value
Should be reasonable

We back our best ideas

Sustainable ideas: Invest with a medium to long term view

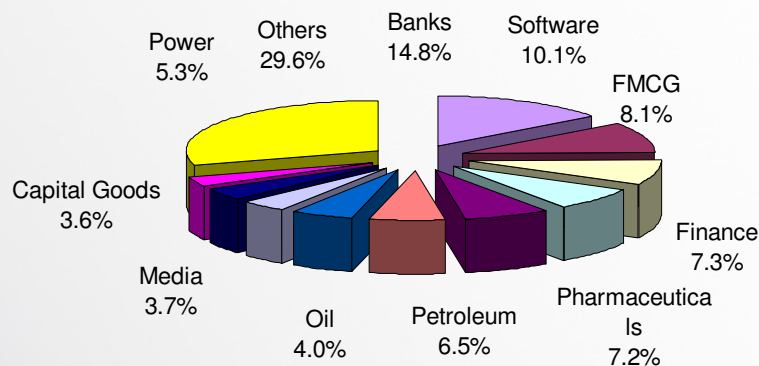
We believe its companies and not stock markets that create wealth

Kotak Tax Saver

SIP Returns

Kotak Tax Saver: 1 year SIP				
Instalment no.	Date	NAV(Rs.)	Index Value	Units
1	Aug-09	14.754	3823.8	338.891
2	Sep-09	14.74	3803.2	339.213
3	Oct-09	15.879	4119.05	314.881
4	Nov-09	14.41	3727.45	346.981
5	Dec-09	16.385	4216.4	305.157
6	Jan-10	16.879	4367.65	296.226
7	Feb-10	15.999	4196.3	312.520
8	Mar-10	16.074	4192.3	311.061
9	Apr-10	17.243	4345.2	289.973
10	May-10	17.362	4341.25	287.985
11	Jun-10	16.724	4149.1	298.972
12	Jul-10	17.581	4386.35	284.398
Total	Jul-10	18.156	4475.15	3726.258248
NAV As on 30th June 2010		16.97		
Market Value	Rs. 67654	Amount invested		Rs. 60000
Profit/Loss	Rs.7654		XIRR	24.77%

Sector Breakup



As on 30th July 2010

The data does not consider the loads. The data assumes the investment on 1st day of every month or the subsequent business day. XIRR is the internal rate of return of the cash flows. SIP returns calculated on 31st May 2010. Past performance may or may not be sustained in future.

FACT FILE

Allotment Date	29th Dec 1998
Benchmark	S&P CNX Nifty
AUM	Rs. 573.78 Cr
Portfolio Beta	1.01
Min. Invst	Rs 5,000

*Source: Value Research

Dividend Declared

	Dividend Per Unit
Record Date	(Rs)
08-Feb-08	3.50
20-Feb-07	3.00

On the Face value of Rs 10 each. Past performance may or may not be sustained in future.

Income- wise tax savings

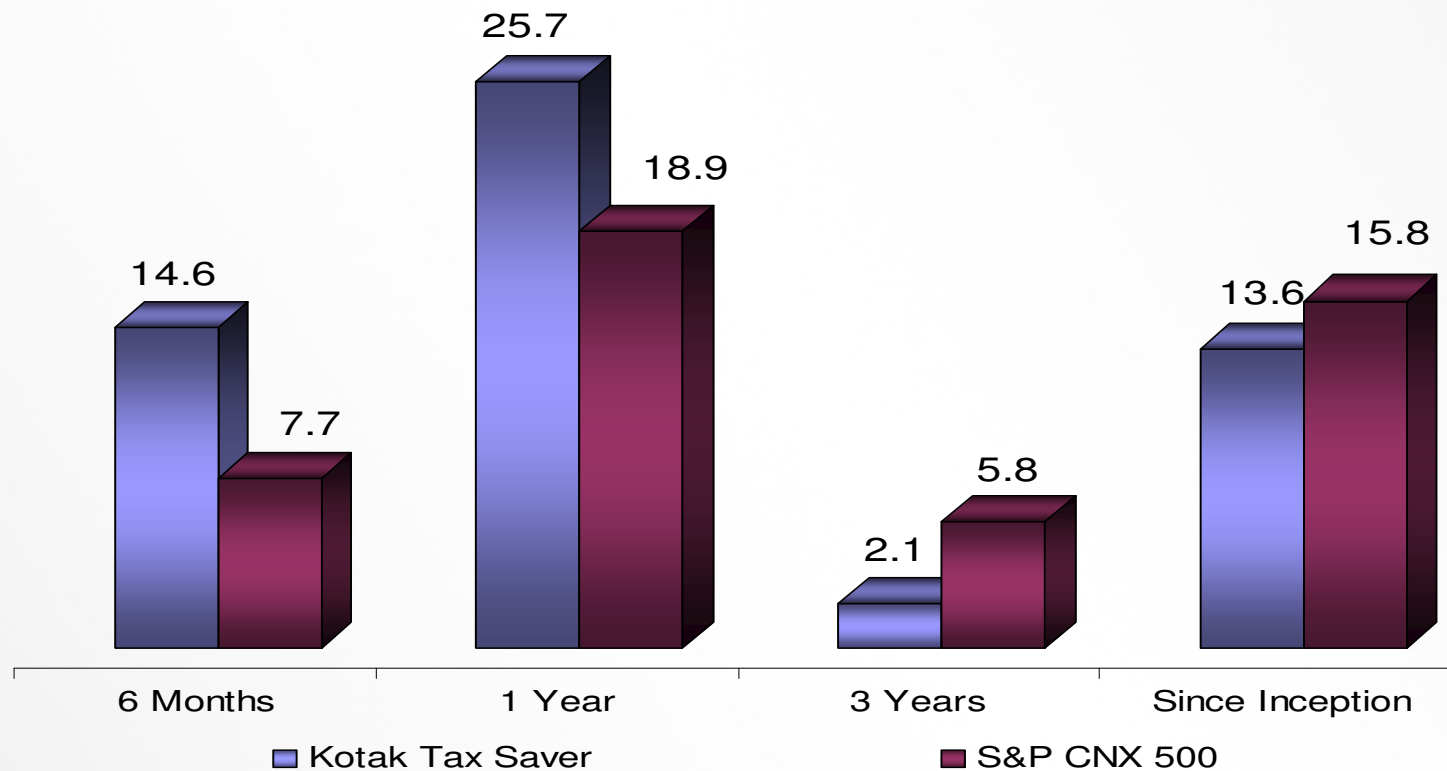
Tax Saver's Reckoner *

Taxable Income	Tax payable	Optimal amount to be invested in Tax-Saving Schemes **	Tax payable after savings	% Tax Saving on investment
160000	0	0	0	
175000	1545	15000	0	10.3%
200000	4120	40000	0	10.3%
250000	9270	90000	0	10.3%
300000	14420	100000	4120	10.3%
400000	24720	100000	14420	10.3%
500000	35020	100000	24720	10.3%
600000	55620	100000	35020	20.6%
700000	76220	100000	55620	20.6%
800000	96820	100000	76220	20.6%
900000	127720	100000	96820	30.9%
1000000	158620	100000	127720	30.9%

*The above example is hypothetical and may not be construed as a tax advise, It is recommended that the investor consult the tax advisor to ascertain their tax benefit. The total tax payable assumes all deductions except deductions u/s 80C of the Income Tax Act, 1961. The tax calculations are based on the Finance Act 2010-2011. **The optimal amount mentioned above is from the viewpoint of utilising the full tax saving potential of the scheme, the benefits of which accrue at the beginning of the financial year. Past performance may or may not sustain in future.

Kotak Tax Saver- Performance

Performance as on 30th July 2010



Kotak Tax Saver Growth Option NAV as on 30th July 2010 is Rs.18.156. Returns <= 1 year: Absolute. Returns > 1 year: CAGR (Compounded Annualized Growth Rate). Past Performance may or may not be sustained in future.*

Scheme Details

Scheme Type:

Open Ended Equity Linked Saving Scheme.

Taxation:

Long Term capital gains – Nil
Dividends are tax free

Estimated Recurring Expenses:

Maximum of 2.50 %

Entry/Exit Load:

Nil

Investment Pattern:

Equity & related securities: 80-100 %
Debt and Money market: 0-20 %

Minimum Investments:

Initial: Rs 500
Additional: Multiples of Rs 500
SIP: Min Rs 500 per
installment

Investment options:

Growth, Dividend payout,
Dividend reinvestment.

Risk Factors

Mutual Funds and securities investments are subject to market risks and there is no assurance or guarantee that the objectives of the Scheme will be achieved. *As with any securities investment, the NAV of the Units issued under the Scheme can go up or down depending on the factors and forces affecting the capital markets. * Past performance of the Sponsor / Fund / AMC or that of existing Schemes of the Fund does not indicate the future performance of the Scheme. * Kotak Tax Saver is only the name of the Scheme and does not in any manner indicate either the quality of the Scheme, future prospects or returns. * The NAV of the Scheme may be affected, inter alia, by changes in the market, performance of individual stocks, trading volumes, settlement periods and transfer procedures. * Appreciation of the value of the Units issued under the Scheme can be restricted in the event of a high asset allocation to cash, when stock appreciates. * Tax laws may change, affecting the return on investment in Units. *In the event of receipt of a very large number of redemption requests or very large value redemption requests or of a restructuring of the Scheme's portfolio, there may be delays in the redemption of Units. Please refer to the paragraph on "Right to limit Redemption" in the Statement of Additional Information. *Kotak Mahindra Bank Limited is not liable or responsible for any loss or shortfall resulting from the operations of the Scheme

Statutory: Kotak Mahindra Mutual Fund is a Trust (Indian Trusts Act, 1882). **Investment Manager:** Kotak Mahindra Asset Management Company Ltd. **Sponsor:** Kotak Mahindra Bank Ltd. (liability Rs. NIL). **Trustee:** Kotak Mahindra Trustee Company Ltd. **Before investing, please read the Statement of Additional Information and Scheme Information Documents.**

Think Investments. Think Kotak.